THE PERCEPTION OF TOULOUSE’S STUDENT MILLENNIALS REGARDING FRENCH ORGANIC WINE: IMPACT OF DIGITAL MARKETING

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Declaration

Declaration: I, Nicolas Crespo, declare that this research is my original work and that it has never been presented to any institution or university for the award of Degree or Diploma. In addition, I have referenced correctly all literature and sources used in this work and this work is fully compliant with the Dublin Business School’s academic honesty policy.

Signed: Nicolas CRESPO

Date: January 5th, 2018
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To reach a Master of Science in Marketing was my objective in term of study, even more from an English spoken university. This year at the Dublin Business School was the most interesting year of study, it brought me a lot. I would like to thanks the lecturers and students from Dublin Business School because they help me to improve my English and my skills, I feel ready to start in the professional life thanks to them.

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I want to apologize for the possible language mistakes as conjugation, grammar, syntax and spelling present in this dissertation. I tried to correct the maximum.
Abstract

In France, organic agriculture is expanding through the years. Nowadays, all the different sectors of the market are concerned about organic: food, textile, drinks... even the vineyards are concerned. In fact, wine industry have to adapt to the new trends and provide organic wine, not only to have a “healthy” message but also to target the new generation of drinkers: the millennials. This generation is organic oriented and is not used to drink wine yet, in addition, the millennials are highly connected to digital devices, and it represent a huge opportunity for the wine business.

The purpose of the dissertation is to understand and measure the power of the digital marketing regarding the French millennials perception toward the organic wine. To understand this purpose and answer to the research question presented in the introduction, the researcher used primary research with a questionnaire for Toulouse Millennials from ISEG Toulouse and Toulouse Business School, collected through social networks and emails during October and November 2017. The results from the questionnaire were analyzed in order to reach all the defined objectives and theories, and finally to define effective digital marketing strategies for winemakers and retailers, in order to reach millennials in the Toulouse region.

The secondary research data were collected through resources as academic articles and journal, books, eBooks and specialized website.

The first part of this dissertation is based on the theoretical side of the research, defining all the concepts who were used, the strategy followed and the limitations of the research. The second part is more practical, with deeper analysis related to the primary research and the secondary research.

The results traduce that the organic wine is not enough developed in France because they don’t target enough the new and young generation of drinkers. Even if the organic wine is not consume regularly by millennials, the digital marketing related to wine can help winemakers to reach this young population. The expansion of apps and social networks allow the millennials to have more information about organic wine, the more information they have the more comfortable they are in their purchase.

Keywords: Millennials, organic, wine, consumption behavior, digital marketing, social networks, wine apps, winemakers, purchase motivations, trend, health, social influence.
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I - Introduction

1. Justification for the research

1.1 Background of the research

Regarding the recent studies about wine and more specially organic wine, the market of French organic wine is in a total expansion (Agence Bio, 2016), we can observe an increase of sales of 10% (comparing to 2015) in mass-merchandisers but also in an international context. French people consume more and more organic, indeed 9 out of 10 (89%) of French people consume organic at least occasionally, they were only 54% in 2003 (Agence Bio / CSA, 2016). The main motivation is provoked by health, quality and ecological reasons. France is still the biggest country in term of wine consumption (The Oxford Companion to Wine, 2015), but not for production, even the organic wine consumption represent only 3% of the overall production of the country.

Furthermore the consumption of organic product in general is growing in France, the turnover is about 7,147 Billion euros in 2016 (Agence Bio, 2016) and more precisely the alcoholic drinks sectors represent 12% of the organic consumption in the country. The study is taking place in Toulouse, capital of the department Haute Garonne and one of the biggest city of the region Occitanie. In 2016, Agence Bio release a study that shown that Occitanie is one of the four main region really invest in term of organic production, with 7 218 organic farms.

This worth researching because nowadays wine is consumed by all kind of people, all ages, all social categories, and it is a real social subject. Furthermore, the organic subject is really important in our society, after the scandals about pesticides and all the issues about diseases due to some production systems, every consumer and producer have in mind to consume/produce better. Be eco-friendly for a producer allow to have an image of a better quality wine.
The marketing of wine exists from the democratisation of the consumption, especially by a younger population. So it will be interesting to understand how wine producers and retailers do to attract this young population using digital marketing.

Some studies already exist about the evolution of the wine consumption, the impact of the new and younger generation of consumers, but about the conventional wine. As specialists said, the wine consumption in France is in progress or stable in some years, the arrive of new generation of consumers helped this progress and the market is a real gold mine. But when we look at the market figures, we can observe that organic wine try to develop as classic wine is developing, and struggling to attract a young target, because of the price, but also the lack of marketing and presence in the new marketing devices. This research could allow to understand how, with what strategy, can French organic wine develop its consumption?

This study will focus on millennials students’ consumption and behaviour regarding French organic wine. This research can also be beneficial for the researcher because it can help him to find a job in wine market, and also to develop his knowledge in order to open a restaurant specialised in meat and wine.

1.2 Interest in the subject

The researcher was born in Argentina and grew up in France, He developed a real interest in wine thanks to his family context, with a father passionate of wine from everywhere in the world. The researcher studied in Toulouse Business School where a Bachelor in Wine program is available, even if he preferred to do an International Bachelor Program, he met some friends, lecturers and professionals in the wine sector. As the researcher is part of the millennial generation, he can observe that the consumption of wine by his generation is different from the region where he lived (Bourgogne, Auvergne, Occitanie) and in Toulouse (Occitanie) the consumption by millennials is more important. Furthermore, the researcher wants to open a restaurant in a couple of year, in Toulouse, specialised in high quality meat and wine. This study will complete his knowledge in the wine sector and help him to become a “specialist”. But he is wondering why organic wine is not expanding for millennial consumers? What are the barriers for this profile of consumers? This subject have for interest to
find answers and help organic wine producers and retailers to target the millennials and increase the consumption, thanks to digital marketing.

1.3 Objectives and hypotheses of the research

The aim of this study is to understand how digital marketing can change the perception and increase the consumption of millennials regarding French organic wine. Concerning the objectives of this research, the researcher wants to understand in general the factors of the increase of wine consumption, more precisely for a younger (millennials) consumer base.

The research question that the researcher is following is:


In order to answer to this question, the researcher chose to follow these objectives:

- Identify the consumption behavior of millennials in Toulouse regarding conventional and organic wine.

- Identify why students/millennials have a low uptake for organic wine in comparison with conventional wine.

- Identify the perceptual gap between millennials student’s perception and generation X buyers, regarding previous studies

- Identify the social motivation from the buyers

- Identify the consumers’ motivations in organic wine and classic wine:
  - Marketing (Labels, Advertisement, Digital)
  - Production (types of wine)
• Measuring the buying motivation in wine, created by the app, social network, blogs, specialized website, for millennials/students in Toulouse

• Determine what marketing strategies organic wine retailers should adopt to attract millennials in Toulouse

The primary research is taking place in Toulouse because the researcher come from this city and have access to the database of 2 Business Schools, Toulouse Business School and ISEG Toulouse, so he has the email student address of each students and can create a sample for the quantitative research and even for the qualitative.

This research is also based on two hypotheses:

H1: “Toulouse Millennials are not influenced by organic labelling when they buy wine, they choose the wine regarding price and region and knowledge.”

H2: “The increase of conventional wine consumption by millennials is due to the digital marketing, and organic wine is not using enough this marketing strategy.”

The results of this research will help organic wine producers and retailers to know how to target and gain access to these new consumers, using digital marketing. They will see how important can be digital marketing in wine sales strategy, and how these consumers are influenced by these tools. The research can also be interesting for education, in Wine Management Programs, because it shows the changing consumers behavior regarding wine, the new motivations and the importance of the millennials generation for wine industry, because they are the futures regular consumers of the sector and will transmit this wine culture to the next generation.

1.4 Roadmap of the dissertation

Chapter 1: Introduction
The objective of the first chapter of the dissertation is to give a background to the study. In this chapter the reader will understand why the research chose this subject, what are the motivations of the study and the objectives and hypotheses are presented.

**Chapter 2: Literature review**

The aims of the literature review is to list and analyze the previous studies, books, works, academic articles about the subject. Each different part of the subject as organic wine, millennials, marketing, digital marketing... are treated. This chapter is divided in different section, the first one is about the winemaking and the different types of organic wine. The second section is about the millennials and their consumption behavior and then we talk about the marketing in the wine industry. After this chapter, the reader will have a better understanding of the overall subject, and will see the opportunities and the potential of the subject related to the research question and objectives.

**Chapter 3: Research Methodology**

The methodology explain the basic structure of the dissertation. The chapter present the philosophy, the strategy followed and also the explanation of the population and how the data will be collected. The research methodology allow a better understanding of the angle that the researcher want to take for the study, how he will proceed and who is concerned. In this chapter, the researcher explain the choice of the questionnaire for his primary research, the sample and the choice of each questions.

**Chapter 4: Research findings and data analysis**

This section present the results of the questionnaire from the 181 respondents, and analyze it question by question. All the answers are presented in tables and graphs, with a text traducing the features and opening to new theories.

The answers are divided in three part. The first one concern the question about the sample, as the gender, the age, the knowledge, the second part is about the conventional and organic wine consumption habits, like what they consume ? how ? when ? why ? why not ?...

The last part is about the habits regarding digital and organic wine, it means the use of digital devices in order to search information about wine, the impact of digital marketing, the apps, the effective channels for wine advertising…

All this data collected help to build conclusion and recommendations in the next chapter.
Chapter 5: Conclusions and recommendations
The three parts of this chapter help the reader to understand the conclusions of this study. Each objectives presented in the introduction chapter are reached and the researcher explain how. Furthermore, the hypothesis are verified or corrected. The second part is about the recommendations for winemakers and marketers regarding digital marketing and millennials. Finally, an explanation of the limitations for further studies.

Chapter 6: Self-reflection on own learning
The last chapter of the dissertation identify the feelings of the researcher regarding his improvements in term of skills, learning and personal development. A section about the learning related to the master in science degree are also presented

Bibliography:
A list of sources as books, ebooks, websites; academic articles… in alphabetical order and with Harvard style.

Appendix
II – Literature Review

2.1 Literature introduction

The French millennials, and millennials in general, are the new consumers and the future main consumers of wine and organic wine for the next 30 years. Sociologically, the millennials are the most influenced consumers by organic products, since many years a strong consciousness was built in the next generation mind. In fact, for health and ethics reasons, the millennials are more concerned about the organic production and become the main consumers of this industry.

Furthermore, the wine consumption is regularly increasing in France, and organic wine consumption tend to expand too, the country stays in the top rank of wine consumer, producer and exporter in the world. This old industry keeps attracting consumers generation by generation, over time, and this thanks to producing and promoting innovations. In facts, with the context of overconsumption in France, the marketing become primordial in the wine sector. The marketing had help the wine to be democratized, and nowadays we have more consumers from different social categories, ages, and regions.

It is important for this research to understand the behavior of millennials consumers, more particularly in French organic wine sector, in order to help French organic wine to be democratized for these new consumers, as classic wine tend to be.

This literature review will be built in three different parts:

The first theme will be about the French organic wine, with a general angle. In this part, we will introduce the different types of organic wines, how it is produce, and the social aspect of the consumption. The aim of this part it is to understand clearly the sector that the researcher is oriented by in this dissertation.
Secondly, we will talk about the millennials, the population targeted for this research. It is important in this part to understand the consumption behavior of this generation, and see how the millennials are organic-oriented.

Finally, in the third and last theme, we will analyze the marketing in the wine sector. This part will include a digital vision of the marketing present in this sector, we will see what are the existing strategies, tools and trends in term of marketing (that will include the digital side), and then a part about “what’s next?” in the wine marketing.

2.2 French Organic Wine

2.2.1 Winemaking

The Standing Committee on Organic Farming (SCOF) has agreed in 2012 new rules in order to define the “organic wine” label and certification. Since this new agreement, the organic label is awarded to producers who use organic process in wine making, and not only for the vinicultural part of the exploitation as before 2012 (European Commission, 2012).

The Common Market Organization (CMO) also fixed regulation concerning winemaking practices and substances for organic wine in the Regulation 606/2009 (European Commission, 2012), that allow to have a better control and true certifications about organic label.

In order to produce organic wine, the winemaker have to use organic acids, because in the organic process the sorbic acid and desulfurication are not allowed, the level of sulphites in organic wine have to be at least 30-50 mg per liter for white wine. The European Commission define the organic process rules: “The rules on organic winemaking rules introduce a technical definition of organic wine which is consistent with the organic objectives and principles as laid down in Council Regulation (EC 834/2007).” (European Commission, 2012). Those organic certifications defined in the EU regulation can be define by the following rules (IFOAM EU GROUP, 2013):
• Biodiversity in grape production
• Attention to soil fertility and soil life
• Alternative approaches to pests and diseases
• Sustainability of grape production and wine processing and storage
• Quality and source of wine ingredients including further limitations on enrichment and requirements for ingredients to be fully organic
• Quality of yeasts, including wild yeasts and spontaneous fermentation
• Limitations on additives and further reduction or total ban of sulphites (at least 30-50 mg for white wine, 100 mg for red wine)
• Limitations on processing techniques
• Requirements or limitations on tools and equipment (has to be different or cleaned from conventional wine)

Making organic wine

(European Commission, 2012; Baiano et al., 2013; Eisenman, 1998; Jackson, 2008). First of all, when the grapes are harvested and pressed directly (that have no regulation from the organic chart), without freezing and making pure extraction without water, that is not allowed, the winemaker need to make a transformation named alcoholic fermentation defined by the International Code of Oenological Practices (OIV) as “Wine is the beverage resulting exclusively from the partial or complete alcoholic fermentation of fresh grapes, whether crushed or not, or of grape must. Its actual alcohol content shall not be less than 8,5% vol”. When the grapes are crushed, the extract juice ready to be fermented is full of bacteria and yeasts, but they are useful for the production because they need sugar to develop and this results in the apparition of alcohol heat and CO2. When the alcohol level has reach a certain level, that means that the alcoholic fermentation can be stopped because there is no more sugar that allowed the yeasts to survive. Concerning the bacteria, it will be useful for the malolactic fermentation, that means the (organic) acid fermentation, that follow the alcoholic fermentation. We can find 4 different types of acid in the wine process: Citric, Tartaric, Ascorbic and Malic. Each acid has specific smells and aromas, and the combination helps to create savors. For example, Matic acid smells like green apple, and Citric acid bring a touch of citrus fruits. The choose of acids depend of the
winemaker, regarding his production philosophy and tasting he wants. Otherwise, the malolactic fermentation is not an obligation in the organic wine processing, the winemaker can also use Sulphur upfront in order to disinfect the wine and kill the bacteria (Garijo et al., 2015).

Concerning the sulphites, it is regulated to 100mg/L for red wines and maximum 150mg/L for white and rosé wines, that means 50mg/L less than conventional wine.

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<tbody>
<tr>
<td>Red wines [Annex I B – A] paragraph 1a – residual sugar* &lt; 5g/L</td>
<td>150 mg/L</td>
<td>100 mg/L</td>
<td>-50 mg/L</td>
</tr>
<tr>
<td>Red wines [Annex I B – A] paragraph 2a – residual sugar* ≥ 5g/L</td>
<td>200 mg/L</td>
<td>170 mg/L</td>
<td>-30 mg/L</td>
</tr>
<tr>
<td>White &amp; rosé wines [Annex I B – A] paragraph 1b – residual sugar* &lt; 5g/L</td>
<td>200 mg/L</td>
<td>150 mg/L</td>
<td>-50 mg/L</td>
</tr>
<tr>
<td>White &amp; rosé wines [Annex I B – A] paragraph 2b – residual sugar* ≥ 5g/L</td>
<td>250 mg/L</td>
<td>220 mg/L</td>
<td>-30 mg/L</td>
</tr>
</tbody>
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Figure 1: Sulphite limitation, IFOAM EU GROUP, 2013

To conclude, the main differences between organic and non-organic wines are in the use of chemical or physical technologies and the choices of acids.

The European Commission (2012) regulate and allow:

- Heat treatments under or equal to 70°C
- Centrifugation and filtration: Pore size up to or equal to 0.2 microns
- The use of authorized products in the Organic chart
- The use of organic raw materials

2.2.2 Types of organic wines

In organic wine, we can find exactly the same types of wine than in conventional wine: red, white, rosé, claret, sparkling… but for this research and this literature review, the
researcher analyses only the red, white and rosé wines, because it is the most popular types for consumers and also the more present in the organic sector. In this part, each category will be described.

**Red Wine**

First of all, the red wine. The red wine represents 55% of the wine production in France and 60% of the consumption (OIV, 2016), that is the most popular in the country. The red wines are the most flavorful, Jackson (2008) describe this type of wine as “typically dryer, and more astringent” than the other wines. The red wine is more used as a food beverage nowadays, that is why modern (young) red wines are a bit less tasty because it need to have a perfect combination with the meal. The taste is less sweet, that can allow a perfect balance with meats, for example, that bring a strong flavor too. The young red wines are usually made for a quick consumption, without aging, and is strongly present in the sales because of the taste more common and fruity to mix with meals. Well-aged wines are much more appreciate after meals, with a diminished tannin and a complex subtle bouquet, it is better appreciating without any competitive flavor. Well-aged wines are more expansive than younger, due to a better and longer maturation, that reveals a strong and tasty character.

Red wines are matured principally in oaks, in a small oak cooperage, like 225 liters, you will have a speed maturation and the oak adds subtle flavor to the wine. In a big barrel, 1000 liters, the wine will have less character and will be better for a quick consumption.

For some wine, it is important to also let it mature in bottle before to consume it, and to let it oxidize before consumption. (Jackson, 2008)

**White Wine**

The white wine is the less consume in the “still tables wines” category with 17% of the French consumption, but it is the more produce after red wine with 26% of the French production (OIV, 2016).

The white wine presents an acidic taste in mouth, with a touch of fruits and floral taste that bring sweetness. We can find different type of right wine as the sweet white wine
and the dry white wine, the sweet present a soft flavor, often sugary, and thick in mouth. The dry is more acidic and is perfect to consume with meals. Generally, the white wine is consumed with fish, sea food, foie gras... the role of white wine is to accentuate and harmonize the food flavor thanks to its acidic taste.

Concerning the maturation, it is rare to maturate a white wine in oak because the character of the oak it is often too strong for the white wine, the short-aging wines are seldom exposed to oak. The botrytized white wines (sweet and late-harvest) are used to be consume as pleasure, without meals, or can replace a dessert because of its sugar taste.

(Jackson, 2008)

Rosé Wine
Rosé wine is the most controversial table wine. Even though a 23% of consumption in France, more than white wine, the rosé wine is the less produced in the country, with 19% (OIV, 2016).

The Rosé wine is the “between” wine, because he gathers the specificity of red and white wine, presenting a lighter flavor than the red wine and a more astringent side than the white. Some experts say that the rosé wine have the fault of both white and red wines, but without their benefits, the problem of this wine is that it loose easily the fruity savor and the pink color tend to become orange with the time. Concerning taste, the rosé is sweet and fruity, sometimes with a slight sparkle, and it is generally consumed fresh in summer, mixed with other fruits, during aperitif with charcuterie, fried dishes and appetizer...

2.2.3 Social aspect of organic wine consumption


French people tend to consume more organic, as the culture and ethic of the country is changing. Government, public services, market and consumers are more influenced nowadays by ecologic issues, and France became one of the main country in term of organic production. Consumers buy organic food and wine for different reasons, and a social aspect is strongly present, these buyers are usually better educated and part
of a high social category (Lockie et al., 2002) and care for the environment (Loureiro et al., 2001). But also in France there is a culture for the organic production, and the organic buyers support a lot the organic farmers, they consider this fairer and as a proof of quality production. Finally, and the most important, organic buyers consider organic wine as healthy and safe (Harper and Makatouni, 2002).

As a consumer is representing by the criteria cited before, when he will be in a buying position, he will choose the organic wine instead of the conventional, because as Fotopoulos et al. (2003) said “the organic buyers mostly prefer extrinsic quality cues found on the wine label, because their purchasing motives are food’s “high quality”; “healthiness/purity” and “traditional image/ authenticity”. A buyer who is not considering from any social category will make is choice by cognitive reflection, related to his past experience or his knowledge about wine, price or labels (gold/silver medals, which only represent the sales potential and not the quality of wine).

Some experiences have been done with consumers, like a blind tasting test (K.P.Wiedmann; N.Hennigs; S.H.Behrens; C.Klarmann; “tasting green: an experimental design for investigating consumer perception of organic wine, 2014) in order to understand what the perception about organic wine, and the result is that even if consumers tasted the identical product, they automatically ascribe a better taste to the organic-labelled wine. The consumers are convinced (and want to be convinced) that organic means better quality, and are willing to recommend and pay more for that. However, the organic wine is still behind the conventional in term of consumption and sales, even if its growing.

Finally, the study from the British food journal (2012) show that the “organic” label is more important for consumers than the color during the buying process, but less than the price and origin (French wine are preferred than Australian for example), concerning the type of consumer, the study show that urban and female consumers were relatively likely to consume organic wine.

2.3 The millennials consumers
2.3.1 The consumption behavior


Who are Millennials?

Millennials, also called Generation Y, are the people born between 1981 and 2001, so aged between 16-36 in 2017. This generation is the heart of the 21st century, with all the technologic evolution and the arrive of the mass communications thanks to internet and because of over consumption (Z.Sethna; J.Blythe, “Consumer Behaviour”, 3rd edition, 2016).

The studies and number show that, on average, Millennials are only a small percentage of the population, and the Europe population is ageing (Z.Sethna; J.Blythe, “Consumer Behaviour”, 3rd edition, 2016). In France, the population between 15 and 35 years old (millennials) in 2016 was 12,61 million, that means 25,1% of the population (INSEE, 2016). In Occitanie, region of Toulouse, where the researcher focuses on this dissertation, there are 1 327 273 millennials in 2016, that represents 22,9% of the population in the region (INSEE, 2016).

Millennials wine consumers

An interesting study has reveals that the wine consumers are generally well-educated people, with a “higher education level, IQ and economic status, as well as being well-travelled, and usually with a high-level of interest in food/wine topics” (Mortensen et al, 2001; Insel, 2009; Hussain et al, 2007; Charters & Ali-Knight, 2002). This demographic study can easily be used as a marketing tool for Millennials, because they represent this high education level. Lancaster and Stillman (2002) describe the millennials as the youngest generation of wine drinkers nowadays, there is a real marketing and commercial potential for this generation, because they are not yet in their mature level of wine consumption. Millennials consume wine differently than the older generations, because they use to consume it occasionally, during special events, they consume it in bars and restaurants instead of home and non-special occasions as the previous generation used to consume it (Teagle et al., 2010). The wine represents for millennials a “sharing” beverage, they use to consume it during a dinner
with friend, or an aperitif, but not alone (in general). As the figure below describe, 57% of the French consumers between 25-34 years old consume wine occasionally.

![Figure 2: Wine consumers in France per age, FranceAgriMer, 2015](image)

Concerning the budget allocated, Teagle et al. (2010) reveals that the French consumers used to spend more money and have a more important budget allocated to wine, in order to consume quality. The quantity of the consumption is decreasing in wine but the quality is increasing, French consumers tend to consume higher quality wine, so their budget change consequently (Korchia et al., 2006).

The Millennial consumption behavior is influenced by the culture and more specially in France, where the wine culture is strongly present. In Occitanie, this culture is more important because most of the wine production is from this region, and in cities like Bordeaux or Toulouse, the university and private school allow to study the wine sector as engineer, producer, marketer or commercial.

According to Z.Sethna & J.Blythe (2016), each consumer are influenced by Macro-environmental and Micro-environmental factors, and the millennials tend to be a generation more influenced than the previous one. The macro-environment has three components: Culture, Subculture and Social Class. Each of those components are powerful driving factors for millennials in the formation of attitudes, beliefs and value. Besides, the micro-environmental is composed by: Family, friends and social interactions regarding to the school, work, groups…. 
The family is important for the millennials wine consumers because the tradition of wine consumption is something transmitted through generations. If a millennial have a family with a strong wine culture and knowledge, he will feel more comfortable when buying wine, conversely, if the family background culture hasn’t been influenced by wine, the millennial will have more difficulties to choose wine and will be influenced by price or poor cognitive factors.
The personal factors are also present, it is related to individual achievements. The millennials are a young generation, so they own a lifestyle and a way of consumption, as stated by Kotler and Keller (2011), the consumers are going through different stages of consumption during their life, where they change their habits from one to the next one.

The millennials expectations are influenced by their changing needs, and their priorities regarding their social life. The organic wine can be represented in all the different parts (except physiological needs) of the Maslow’s Hierarchy of Needs (1943).

2.3.2 Organic-oriented generation

The Millennials generation is the largest and most influential generation of consumers ever, and it is not simple to reach them (Fromm, J. & Garton, C. 2013). As J.Fromm and C.Garton explain in their book, the millennials need to feel engaged in the company purpose and actions. The positive point in organic consumption is that millennials consumers feel engage regarding ecology. Furthermore, the millennials
are really preoccupied about what others think they are regarding what they do (Fromm, J. & Garton, C. 2013) and this explain why the consumers tend to consume organic, to show that they are eco-friendly. The millennials are in cantilevered of industrial alimentation, but they are more worried about health and environment, so new motivations are created and push them to questioning for the first time some of the “principles” of the consumption society where they are evolving (Mann, S.; Ferjani, . & Reissig, L. 2012).

However, this eco-generation consumption doesn’t mean always “organic consumption” but also sustainable consumption. It is the first generation to be born in a context of high preoccupation of sustainability, so they are more sensitive to consume “better” and this is a real opportunity for the organic sector. This generation didn’t lived the long negotiations concerning the recognition of the “organic label”, but have enhanced ethics expectations which are above the actual official criteria of organic labels, as the eco-conception of the products or the “made in”, fair trade… That is the reason why millennials don’t have the same perception as the previous generation concerning the criteria of an organic product. (Tagbata, D. & Sirieix, L. 2008)

A study from Nielsen and the ESSEC Business School (2015) defined 4 categories inside the millennial generation :

- The “bobo” : oriented innovation and digital CSR, local alimentation, organic, prestigious image, e-commerce

- The "high-tech" : innovation and digital, e-commerce, novelty, all kind of alimentation

- The “Economical” : Cheap alimentation, promotion/discount oriented, digital

- The “eco-authentic” : CSR, organic, artisanal, local, eco-friendly actions, innovation and digital, care about his image, e-commerce
This study is really interesting for this study because the targeted population is equal as the “bobo” and “eco-authentic” millennials’ sub-categories who are both influencers for the generation, the “eco-authentic” will prove it by making actions and the “bobo” will more relate it on the social medias.

Thanks to Nielsen and ESSEC Business School, the researcher knows how each sub-categories can be attracted, and this confirm his hypotheses about the influence of digital marketing in organic wine consumption, now the primary research will define exactly what digital marketing tools are more efficient.

### 2.4 Marketing in Wine

#### 2.4.1 Marketing objectives


The international wine market is a market composed by a multitude of product, produce by a multitude of wine-maker, retailed by a multitude of wine-seller in a multitude of countries… so more than ever, the marketing is present. The objective is to influence the choice of the buyer, prescriber or retailer to privilege a wine than another one. To reach this objective, the winemaker/retailer need to adapt his marketing strategy regarding the market environment, the changing consumer or regulatory constraints about alcoholic products.

In order to start a marketing strategy architecture, the retailer have to clearly know his target. The Conseil Interprofessionnel du Vin de Bordeaux (CIVB) thought about a new way to segment the target with a pyramidal segmentation as presented below.
Figure 5: Wine pyramidal segmentation, by CIVB, 2011

This pyramid shows the 4 different categories of consumption in France: Basic, Fun, Exploration, Art. Each category is associated to an age/gender target and the motivations, in this study the target can be describe between Basic (for the motivation and the prices) and more Fun. The marketing objectives for a wine retailer who wants to target millennials will be to offer a social and trendy image of the product, at a good price and related to organic as we saw before, because it is an eco-generation. To build a marketing strategy will help the retailer to:

- Define the sales volume
- Establish the selling price to consumers in order to ensure his positioning
- Deduce the margin/bottle
- Know perfectly his target and how they buy
- Propose solutions to increase sales

The 4Ps of a classic marketing strategy are also followed in the wine sector, the product packaging is important, the price is related to the target, the place (distribution) is strategic in the large distribution, and the promotion is essential to attract the new prescribers and customers as millennials. But nowadays we assist at an evolution of the wine mix marketing, the 4Ps are now the 4Es: Expertise, Evaluation, Education and Experiences (Festa, G.; Cuomo, M.; Metallo, G.; Festa, A. 2015). This 4Es strategy is not only product-oriented as the 4Ps is, but now it take in account the
producer background and value, and the consumer experience regarding his knowledge about wine.

2.4.2 New marketing of wine, the digital wave

The wine marketing is old as the democratization of its consumption, but now a new way of marketing is evolving: the digital.

Regarding the French company SOWINE specialized in wine marketing solutions, 80% of wine consumers search for information online before to buy it (SOWINE, 2014). Today what is more easy than “Googled” a wine name or look for wine consumers forums to create our own opinion about a wine ?

The e-commerce platform multiply in the wine sector, and this retail channel often offer special prices and interesting promotion for consumers. As the consumer behavior is changing, the offer and the marketing is changing too (SOWINE, 2013):

- 700 millions euros of turnover on online wine retailing in 2013
- More than 4 millions of French buy wine online, for a 170€ average spend per year
- 3 to 6 bottle bought online, 1 to 2 in shop

This retailing trend is expanding through the years and the wine retailer have to adapt their marketing and offer in order to survive in the market.

Different tools are efficient to enter in the digital wave for a retailer, for example an attractive website, mobile-friendly, with a good online shop and related to different social medias.

Social medias are really important because the millennials are connected all the time, and the best way to have a point of contact with the millennials consumers is to exchange with them directly in the social medias. The retailer need also to be inform about new apps which allow to have information/critics regarding a wine, this kind of app enter directly in the new wine consumer buying process.

As the new marketing tools are implement in the wine sector, the consumer nowadays expect from a wine e-commerce platform (SOWINE/SSI, 2013):
- A facility to communicate with the producer (74%)
- Videos to explain (65%)
- Good quality design (49%)
- Mobile-friendly (47%)

The retailers have to benefit from the opportunities that digital offer to wine sector, like the high visibility, and the close relationship with the consumer, that was really hard to develop before (Rouzet, E.; Seguin, G., 2014). But digital can also present some threats, as the opening to the international competition, the increase of choice for consumers and the increase of consumers expectation and exigence because of the accessibility to information (Rouzet, E.; Seguin, G., 2014).

Nowadays, it is not the one who will make the better wine who will have the most success, but the one who knows how to communicate with him consumers.

2.5 Literature Conclusion

The literature review has relieved that the French organic wine is a growing market, due to the changing consumer, more “healthy” conscious. The country is propitious for the expansion of organic wine because it contain lot of organic farms and regulations for organic production. The different types of still tables wine allow to offer a complete range of organic products for the consumers, who consume, as we saw in the literature review, organic regarding his social category or ethic.

Concerning the consumers, the Millennials are the new influencing generation regarding wine, they have a higher budget allocated for wine than the previous generation (Charters, S & Gallo, J 2014). They are the youngest generation of wine drinkers, and they inherit the wine culture of their parents even if they consume it really differently. In fact, Millennials use to consume wine more occasionally, for an event, in a bar, during a dinner with friend…
So, regarding this changing behavior, the wine retailer have to adapt their marketing to attract this young generation and influence them to consume more than they used to.

The Millennials have much more choice than the previous generation, due to the internationalization of wine and the important increase of wine-makers in countries. The marketing of wine is more important than ever and even more for organic wine, there is an ecologic challenge behind this expansion of organic wine, but also a great opportunity for wine-makers to be organic oriented.
3.1 Research Methodology Introduction

This section of the dissertation is related to the research methodology approach of the subject. As the famous astronaut, and first man to walk on the moon, Neil Armstrong said: “Research is creating a knowledge”. Even if a subject was already studied before, its research methodology and approach can change the objectives and bring a new knowledge about the subject.

The research methodology of this study is divided in 5 essential parts, as the research design, the data collection instruments, the data analysis procedures, the research ethics and finally the limitations of methodology. This research methodology architecture is born with the works of Saunders et al. (2007), who created the “research onion” as you can see below.

Figure 6: The research onion, Saunders et al. 2007
The research design is the structure of the research, the part present the philosophy of the research. As the research onion, defining a philosophy is one of the first steps of the research plan, and it is the first part of the research design of this study. The research approach and strategy are also presented in the research design in order to define if it is an inductive or deductive research, and how the primary research is presented, with a qualitative or/and a quantitative research. The explanation of the research population and sampling to. These 4 sub parts are the spine of this study, the beginning of all the work.

Then in a second part, the data collection instruments are presented, explaining how the researcher propose to collect the primary data and why it is the best option for this kind of research. This data collection explanation is made for the qualitative and the quantitative research.

The third part is about the data analysis procedures. When the data collection is over and optimized, the research have to analyze the result in order to bring out the result of his study. This part is presented in two subparts: the qualitative analysis and the quantitative analysis.

The fourth part explain the research ethics, it means the potential ethical issues that the researcher can come across, and how can he handle them.

Finally, The last part is about the research limitations, to highlight the potential weaknesses of the research, what can be the brakes for the primary research and how the researcher can overcome these limitations and reduce their impact on the primary research.

3.2 Research Design

3.2.1 Research Philosophy
As Saunders et al. (2007) noted, the research philosophy is related to the development of knowledge and its nature, it is a key point of the research strategy because research philosophy influences the practical part of the research and define the ethical point of view of the researcher. The research philosophy determine the way of researching of the researcher and helps the reader to understand how the researcher traduce the principles of researching. There is 3 main philosophies that are presented for a research matter, the Epistemology, the Ontology and the Axiology, in each of these philosophic visions 4 main research philosophies are distinguished : Positivism, Realism, Interpretivism and Pragmatism.

The positivism is more oriented about the facts more than about the impressions, as Saunders et al. (2007) relieved, the positivism philosophy is the “philosophical stance of natural scientist”. The research of the positivist is undertaken in a value-free way (Saunders et al. 2007) that means that the researcher would facilitate the estimation of quantitative cost when he collect data, and can test the hypotheses in the same way. Gill and Johnson (2002) noted that the positivist researcher have a highly structured methodology in order to facilitate replication.

Realism philosophy is that there is one reality independent of the mind (Saunders et al. 2007). It can be quite similar to positivism, but realism is really concentrated about facts. We can observe to type of realism : Direct realism and Critical realism. The Direct realism is a factual perception of “what you see is what you get”, that means that the realist researcher’s results are considered as a true and unique reality. The Critical realism don’t stop as the first perception as a reality, but go further to define the true reality with others perceptions and sensations.

The Interpretivism’s objective is to understand the “social role” of humans regarding their differences (Saunders et al. 2007). It is opposed to positivism, because it is founded on two principles: phenomenology and interactionism (Saunders et al. 2007). These two principles are based on how the human makes sense about the world and how he perceives the social aspect of this world, by interacting with others. To conclude, “The interpretivist would argue that generalizability is not of crucial importance” (Saunders et al. 2007).
The last one, Pragmatism, is oriented by the research question of the study. If the research question is not related to a positivist nor an interpretivist philosophy, then the pragmatist view is confirmed (Saunders et al. 2007). The pragmatism is an intuitive thinking, that avoid the researcher to end up engaging un debates or concepts, in order to focus on his own vision of truth and reality.

Concerning this study, the researcher chose a Realism philosophy. The advantage of realism is that it shares principles of both positivism and interpretivism (Saunders et al. 2007). This research will be guided by a critical realism thinking, because it is not only focus on the perception but also other sensations as the marketing influence, the environment, the taste of consumers, the social aspect and image related to the consumption. That means that realism philosophy allows the researcher to go further the reality of “what millennials think about organic wine”, with researching what are the influencing processes of millennials' perception.

3.2.2 Research Approach

The research approach is in other term the angle and the area to which the researcher is convinced about his theory at the beginning of his research. We can find two different approaches : Inductive and Deductive (Saunders et al. 2007).

The first one, the inductive, is used to characterize a research firstly founded by a data collection and then result by a theoretical conclusion. So related to the context of this study it is not representative.

Contrariwise, the deductive approach is totally in adequacy with the research because the approach of the researcher represent the definition of this term : the deductive approach is a process aims to develop hypotheses and then a research strategy in order to test the hypotheses (Saunders et al. 2007). The quantitative research need a strong strategy in order to test the hypotheses, to see if the millennials are influenced by the same motivations as the researcher think in his hypotheses.
Furthermore, Robson (2002) lists five steps to plan a deductive approach, and these steps are followed by the researcher:

- Deducing the hypothesis
- Expressing it in operational language
- Testing the operational actions
- Examining the specific outcome of the inquiry
- Modifying the theory in the light of the findings (if necessary)

Since the researcher is considering the theoretical before the practical (data collection), the deductive approach is inevitably related to this research. For sure, a theory/hypotheses modification will be done by the researcher after the first data collection, regarding the answers of the population, and the deductive approach according to Robson (2002) define this as one of the main steps. It is possible to change the hypotheses even from the qualitative research at the very beginning of the data collection, in fact the questionnaire building with students as explain below in the research strategy, will probably give a first idea of the Millennials perception regarding organic wine, and can influence the researcher to revise his hypotheses. The deductive approach is preferred for a short time research, that is the case for this study, because the research and data collection will be done in 1 month and an half.

3.2.3 Research Strategy

As David E. Gray (2017) explain in his book “Doing research in the real world (3rd edition)”, after defining the research philosophy and approach, we have to plan a strong and achievable research strategy. We can define different research methodology to do a primary research and collect data, David E. Gray (2017) lists 7 actions of research methodology as the Experiment, the Survey, the Case study, the Action research, the Grounded theory, the Ethnography and the Heuristic inquiry. Furthermore, he defined methods to realize this actions: The qualitative study, and the quantitative study.
A qualitative research can be constructed as a “research strategy that usually emphasizes words rather than quantification of collect and analyze of the data” (Bryman and Bell, 2015), and is most of the time required for an inductive research and far away from a positivism philosophy, that is not the case of this study at first glance, but the qualitative research is crucial for building the quantitative one for this dissertation. In fact, in order to create an efficient questionnaire for the quantitative research, the researcher need to make a pilot test to be sure that the questionnaire is understandable for the population, and to modify some points if needed. For this, the researcher will make 3 focus groups of 6 students maximum, and will present the questionnaire architecture and see if they can add some questions, or if they understand everything.

Contrariwise, the quantitative research emphasizes quantification (Bryman and Bell, 2011), and it is totally in adequacy with an deductive approach because of the relationship between theory and research which engage to test the theories. The quantitative research is close from the positivism philosophy, and as the researcher presented before, the research is based on a realism philosophy which is quite similar to the positivism one. The quantitative research is, by deduction, the most appropriate research method to use in this study, and it is the method followed by the researcher.

In the research onion from Saunders et al. (2007), the researcher have the choice between two types of research methods: the mono-method and the multiple methods.

The multiple methods engage generally both quantitative and qualitative researches, that means to use different data collection and analysis processes to answer the research question (Saunders et al. 2007).

The multiple methods are composed of “multi-method” and “mixed-methods”, the multi-method require only one data collection process but used for both quantitative and qualitative research. The mixed-method use different data collection and analysis techniques.

On the other hand, the mono method engage the use of an unique data collection and analysis process. The quantitative research is often use with this method because a questionnaire represent the characteristics of the unique and efficient data collection
process, but Quantitative survey can contain some qualitative questions in it, in order to have more precise and developed answers. The quantitative research will be done with a questionnaire presenting 3 parts: the consumption habits of the population regarding organic wine, with a small part about conventional wine to be able to make a comparison, a part about the habits concerning the digital medias and the marketing, and the last one about the general aspect like age, gender, region…

The researcher decide to use both qualitative and quantitative research since he defined his philosophy as realism and his approach as deductive, so the multi-method seems to be the perfect strategy to adopt in this study, with a survey on a first hand a qualitative research by focus group in order to define an efficient questionnaire, and then quantitative with the survey administrated to the research population explained below. This strategy gives access to a single type of collections so it allows the researcher to have a high level of focus and precision, and lower chance of too broad answers in order to solve the research problematic.

3.2.4 Research Population and Sampling – Selecting Respondents

The data collection is the heart of the study, so a strong data collection strategy have to be built in order to answer to the research question. The researcher have the chance to have access to the population cited in the research question because he was a student in the two following schools: Toulouse Business School and ISEG Toulouse. The first school is the main business school of the city, it represents an average of 1 000 students for the campus where the researcher was studying (campus only for the bachelor program).

Thanks to the diploma in this school, the researcher have the e-mail address of each student from his promotion, and can ask for the promotion still studying, and he is in the Facebook group of this promotion.

Concerning the ISEG Toulouse School, it is the same, even if the school is much more little than TBS, he have access to a Facebook group where all the 5 years promotion are presented, and he can ask the administration to diffuse the survey.
So, the research population is about millennials (born between 1981 and 2000), living and studying in Toulouse, in the two defined schools: TBS and ISEG.

The choice of this two schools is due to the access of data of course, but also because the students from this school mostly represent a high social category, so as we saw in the literature review, they are more sensitive about wine consumption and organic consumption. The population of students from these two schools is justified also by their competence in term of marketing, all the students have class and notions of marketing and digital marketing so they are more likely to understand the questionnaire.

3.2.4.1 Qualitative Research

The qualitative research population is quite simple, as explain before, the qualitative research will help the researcher to build his questionnaire, by testing it on a small sample of the population. For this, 18 students maximum (at least 15) will be chosen from the ISEG Toulouse, in order to make 3 different focus group. The 6 or 5 students of the focus group will be from the same year of study, and each group will be from a different year, in order to have different ages. The researcher choose students from ISEG only just because of time, the qualitative research will be conducted at the end of September and really beginning of October (approximately from the 25th September to the 10th October) and the TBS students only start from mid-October. If the researcher wait for the TBS student, it will be inconvenient in term of time for the quantitative research.

3.2.4.2 Quantitative Research

Two types of sampling techniques exist according to Saunders et al. (2007), the probability sampling, which is a technique that ensure the researcher to have all the data he needs from his population, and related to this study because the researcher have access to his population of TBS and ISEG schools, and the non-probability which is a technique where all the probabilities can’t be considered. Even if the questionnaire will be built with the help of ISEG students, it will be relevant for TBS student thanks
to the similarity between the profile of the students, the social category and the program they are studying in both schools.

The sample target will be composed of:

- Students from TBS and ISEG, representing a sample of approximately 800 students
- Only millennials, born between 1981 and 2000
- Connected (survey will be sent in Facebook and by email)

For an expected result of an average of 300 answers, with a good repartition between the number of students of each schools like 60% TBS, 40% ISEG. The questionnaire will be administrated from Mid-October to Mid-November, to have an idea it could be between the 20th October to the 20th November.

3.3 Data Collection Instruments

3.3.1 Qualitative Research

As explain before, the qualitative data will be collected by focus group. 3 focus groups of 6 people maximum, from different years of study, from the 25th September to the 10th October maximum. The purpose is to test the questionnaire and collect the remarks from the student representing the sample. The researcher will take note from the feedback of each question, and will ask if the sample have any suggestions about a question or a subject to talk about in the questionnaire.

This data collection option best suit to the research because the researcher can ask directly, face to face, the students if they want to participate because he have access to the data base of the school and can ask the administration to have a room and a time slot for the focus groups. The focus group is the best way to collect the precise data because the researcher will talk directly to a sample of his population, the size of
6 people maximum allows a better understanding of the purpose for the students and a better collection for the researcher.

Some practical issues can be anticipate with the focus group. The first one is the possibility of influence by one or two dominant people in the group, so the output can be biased. Furthermore, it is always more difficult for some people to express their point of view in public, with this topic of wine consumption which can be related to a social category, the participants can feel awkward to express their real feelings towards the subject.

### 3.3.2 Quantitative Research

To realize the data collection, the researcher will use digital tools, in order to be in adequacy with his target which is theoretically sensitive to digital devices and digital marketing (the purpose of the study). The survey will be sent by Facebook, in Facebook groups as the group of TBS promotion 2015, ISEG Toulouse, ISEG MCS 2017, and the researcher will ask for the access of the group of the active TBS promotion. And also by e-mail to be sure that the people who are not active on the Facebook groups can answer to the survey. The e-mail address are already in possession of the researcher concerning his promotion in TBS and ISEG, but he can ask for other e-mail in the data base of the schools, to reach all the Years.

The survey is appropriate for this research because it is a free process and simple to use with the different tools available like Survey monkey, Google forms, Sphinx, which allow a good analysis with graphics and the possibility of cross results. It is also a fast way to collect data, even more with digital survey because the sample can access to it by smartphones, tablet or computer. The advantage of the online survey is that the participant not feel pressure contrary to a face to face survey, so he can take his time to answer correctly without any external influence. The participant is anonymous so he will feel more comfortable and will give sincere answers. The survey will be sent from the 20th October to the 20th November, because the researcher thinks that 1 month can be enough to collect the data, but if there is not
enough data, the researcher will put it again on the Facebook groups, and go to the schools if necessary from the 21\textsuperscript{th} November.

Practical issues can be identified as a lack of comprehension (even if at first glance the qualitative research would avoid confusion and misunderstanding) from the participant. In the online survey there is no possibilities to ask directly for an explanation. The other issue can be that the participant cannot recognize himself in the proposed answers, and have difficulties to express his feeling. And of course, a survey too long will biased the answers of the last questions.

The survey will have 3 parts: the first about consumption habits of the population regarding organic wine, with a small part about conventional wine to make a comparison, a part about the habits concerning the digital medias and the influence of marketing, and the last one about the general aspect like age, gender, knowledge…

\textbf{3.3.3 Questionnaire}

The idea of a questionnaire is to be clear and understandable, as much in the chosen words than in the order of questions. The researcher decide, as explain in the qualitative research, to do different group interviews, in order to build an efficient questionnaire. After 3 interviews with 5 students (15 students in total) from ISEG Marketing and Communication School in Toulouse, the researcher wrote and submitted a 16 questions questionnaire. It is important to not have too much questions, in order to keep a conductive line with the respondent, a too high number of question increase the chance to have uncomplete questionnaire, or answer randomly to finish quickly, so it false all the results.

The questionnaire is divided in 3 categories. The first category is about the consumption habits for organic and conventional wine, in order to understand the consuming behavior of the population chosen by the researcher. This part is organized in 7 multiple choice questions.
The first question is “At what frequency do you consume wine?”, this question is about wine in general, both conventional and organic, without precision. The objective is to determine if the population is propitious at the organic wine expansion, and also to compare, regarding previous studies, the consumption gap between Millennials and generation X. The respondent have a choice between 5 answers: “At least once a day”, “Twice or more by week”, “Twice or more by month”, “Twice or more by years” and “I don’t consume wine”. In the case of the last answer, the questionnaire ended directly.

The second question concern the occasion of consumption, it is important to understand clearly where the Toulouse millennials are consuming wine. Different scenarios are proposed by the researcher in order to guide the respondent in his answer: Casual lunch/dinner with family or friends, in bars, in restaurant, at home for lunch or dinner. The researcher want by this question to see if the consumption stay casual, or if there is a beginning in self consumption by the millennials generation.

The third question is about the preferences in term of wine (red, white, rosé, without preference) in order to identify which wine category have the most potential to develop in organic wine marketing, the purpose of this study.

The four question concern the buying habits, concerning where the respondent buy his wine. The researcher added an open option in the answers in order to have all the different information if the respondent have his own way to buy wine, other than the classic distribution channels.

From the fifth question, the subject is all about organic wine, the first part is to understand which percentage of respondent are consuming organic wine, and what are the principles buying motivations for the respondent, as the objective of the sixth question, but also the brakes at purchase with the seventh question.

The second part of the questionnaire is about the habits concerning digital and wine, and it is composed of 6 questions. The eighth question of the questionnaire (first of the second part) regards the digital tools used by the respondent to research information about wine, in order to identify which channel(s) can be efficient in digital marketing. The ninth question is about the mobile/tablet apps about wine known or
used by the respondent. The **tenth question** is concerning the advertising, asking the respondent where he see most ads about wine. The law Evin in France disallow advertising in TV, that is why it is not present in the answers, but the other channels are allowed, even if highly regulated.

The **eleventh question** is about the self-perception concerning the wine knowledge of the respondent. In fact one of the purpose of this dissertation is to demonstrate that digital tools as apps, internet and social network, helps the millennials generation to develop a knowledge about wine. So the objective of the question is to identify how the millennials self-perception evolved thanks to digital. The **twelfth question** regards the view of the respondent concerning the lack of communication of organic wine. The **thirteenth question** is about the preferences in term of targeting regarding digital marketing, as the population is composed of business and marketing schools in Toulouse, the researcher can use marketing words without perturbing the respondent and make him uncomfortable.

The third and last part is composed of 3 questions, the **fourteenth, fifteenth and sixteenth** questions only concern the level of knowledge in wine (in general), the age and the gender of the respondent.

**3.4 Data Analysis Procedures**

**3.4.1 Qualitative Research**

For the qualitative data analysis, the researcher will proceed by making an Open Coding strategy. That means realizing a sweep through the data and mark section of the text or answers selected codes or labels.

The researcher is going to highlights the themes and words which stand out from the remarks of the participants regarding the questionnaire test. The highlighted themes would help the researcher to reformulate the survey’s question, in order to generate a better understanding. The highlighting will take place after all the 3 focus groups, to
analyze the similarities between the 3 different sample regarding their remarks about the questionnaire.

3.4.2 Quantitative Research

The quantitative data analysis can be organized into 4 main steps: Collecting, Summarizing, Analyzing and Presenting data (Guerrero, 2010). For this research, the collection will be, as explain before, making thanks to the questionnaire. The researcher decide to design the questionnaire thanks to Google forms, in order to create a questionnaire easy to use, clear and not too long for the participants.

Google forms provide a good online survey design, adapted to computer, smartphone and tablet, that is perfect for the researcher regarding is data collection strategy, furthermore, if needed (lack of answers) a print version is provided to allow the researcher to ask face to face. Another positive point with Google forms, is the ability to follow in real time the results, in order to adapt the action plan and anticipate the potential cross analysis. The counting is automatic with this software and some graphics are provided to have a better overview of the answers and organize the analysis.

3.5 Research Ethics

Making a study in France about an alcoholic matter raise several ethical concerns. Firstly, regarding the religion, France is a secular country with different religion within, for example Islamic religion doesn’t allow alcohol, or Jewish religion only allow Kasher consumption. The researcher can have participants from these religions in his sample, so he have to be attentive in order to not importunate any participants.

Furthermore, the law in France is quite strict. The law Evin prohibit the promotion of alcohol in TV and strictly regulate the promotion in other channels. Of course this study have no promotional purpose, but the fact of analyzing the influence of digital marketing regarding the students can be misinterpreted.
Finally, participants can be worried about the privacy of the data. The survey is, as explained, anonymous but regarding the subject and the social aspect related to organic wine, the participants could be very preoccupied by the privacy. There is no obligations from the researcher to answers all the questions nor to do the survey, the population is free to participate or not, without any judgement from the researcher.

3.6 Limitations of Methodology

Some weaknesses can be noted in the proposal, firstly, the research is made only on a very small sample of the Toulouse’s Millennials. In fact, only students from ISEG and TBS are targeted, and it is not a precise representation of the Millennials in the city. These students are more likely to understand the study and to consume organic wine than others, due to the social category, and the knowledge of marketing, if the researcher try to make this study in a public university like UT1 Capitole, he might not have the same results. But as explain in the research strategy, the choice of this sample is more efficient regarding the subject and the objectives.

The study will be probably not representative concerning gender, the answers can be influence by males perception and a balance need to be find in order to have better results with both sexes, that is not easy for the researcher. ISEG Toulouse contain an important number of female students, so thanks to this the researcher can create a balance in the answers, between the 2 schools.

Finally, the literature review show that the Millennials are the new generation of wine drinkers, and their consumption and habits regarding organic products is different from the previous generation, and changing permanently. The results which will be find in this study are not certified to be representative in a long-term vision. Furthermore, the internationalization of wine let see a strong competition in the French market, and the participants could use to drink organic wine from other countries, so the researcher as to be clear with us and in the survey in order to be focus on the dissertation purpose; the FRENCH organic wine.
IV - Research Findings and Data Analysis

4.1 Introduction

The objective of the data analysis chapter is to explore and analyze the answers of the quantitative primary research. All the collected data will be precisely analyzed in this chapter in order to verify and correct theories and also to answer to the research question. Every questions’ analysis and graphs will be explain by the researcher, the most relevant tables and graphs will be presented, but all the data can be found in the appendix at the end of the document.

4.2 The Sample

The sample of this primary research is not really important in term of numbers, in fact, only students from Toulouse Business School and ISEG Toulouse, aged between 17 and 36 years old. With this population of approximatively 800 people, the researcher was expecting 300 answers to have an effective overview of the business students millennials in Toulouse. As explain before, the students from these schools are the most likely to be interested in organic wine, because of the social category of their parents, this kind of school are expensive, so they logically have an average buying power quite high. The questionnaire was available during 1 month, in the different Facebook groups of the school and by mail for a main part of the sample.

The amount of answers is sufficient for the researcher and make this study efficient and relevant, in fact 181 business students in Toulouse answered to the questionnaire, more than the half of the number expected, and the diversified answers allow the researcher to make a good analysis. The people from another generation, not born between 1981 and 2000 will not be considered for the data analysis.
The analysis was realized thanks to Google form which provide good quality graphs and also thanks to Excel tables in order to make different graphs forms and cross tables.

### 4.2.1 The gender

The data analysis start by a precision about the sample, first of all, it is important to determine the distribution between the two gender. In Toulouse Business School, the parity between male and female is quite equal, but in ISEG Toulouse, there is in average more female. In total, within the 181 answers, 61% were male and 39% female.

<table>
<thead>
<tr>
<th>©</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>110</td>
<td>71</td>
</tr>
<tr>
<td>Percentage</td>
<td>61%</td>
<td>39%</td>
</tr>
</tbody>
</table>

### 4.2.2 The Age

![Gender of respondent chart](chart.png)
Concerning the age, the researcher can observe diversified ages, even if the most important amount of respondent is between 21 and 24 years old. These ages are the average of the two schools, it represent the third, fourth and fifth years of study, when the students go out more often and have a higher budget than during the two firsts years.

<table>
<thead>
<tr>
<th>Age</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>19</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>20</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>21</td>
<td>16</td>
<td>7</td>
</tr>
<tr>
<td>22</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>23</td>
<td>21</td>
<td>28</td>
</tr>
<tr>
<td>24</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>25</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>26</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>27</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>29</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>35</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>88</td>
<td>71</td>
</tr>
</tbody>
</table>

Here is a graphic showing the number of respondent by age and by gender. On the X axis the ages in number are presented and the number of respondent in the Y axis.
If we relate to the generations, or more precisely the years of birth, it is easy to conclude that the 1997 to 1993 millennials in these schools are in majority numbers and are interested by the organic wine subject. These years of birth are considered as the heart of the millennials generation, they were born with the arriving of technology and internet so they tend to be more connected than the millennials from the previous years of the generation (1981 to 1990). Generally we have more male responding in every years of birth, but for the 1995 to 1993, we can note that more female are responding, we can conclude that between 23 and 24 years old, women in Toulouse Business School and ISEG seems more interested by the organic wine subject. Some respondent didn’t note their ages, so they will not be considered for this section.

4.2.3 Interest in Wine

In this question of the questionnaire, the researcher is asking how do the respondent consider his knowledge about wine, “In the world of wine, you consider yourself as…”, with 4 different answers in order to guide the respondent : Expert, Amateur, Novice or Zero. The table presented below contains the number of respondent per
category and the percentage that is representing. The following graph gives an idea of the repartition.

<table>
<thead>
<tr>
<th></th>
<th>Expert</th>
<th>Amateur</th>
<th>Novice</th>
<th>Zero</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>98</td>
<td>47</td>
<td>34</td>
<td>2</td>
</tr>
<tr>
<td>Percentage</td>
<td>54%</td>
<td>26%</td>
<td>19%</td>
<td>1%</td>
</tr>
</tbody>
</table>

As we saw in the literature review, the millennials generation is less interested, and got a lower knowledge about wine than the previous one. This graph shows that this affirmation is true, even in the millennials generation present in the business schools of Toulouse. Nevertheless, this region of France is surrounded with wine yards, and people who lives in Occitanie tends to consume more wine because of the close distance between them and the producer, and because of the choice present in supermarket/stores…
So thanks to this, we can observe an important number of “Amateur”, with 26%, it means people who can talk, debate, evaluate and share about wine, that is a good detail to take in account for wine retailers in this region, the word of mouth can be the best ally in a marketing strategy as we will see later.

The main percentage of respondent consider themselves as “Novice”, with 54%. We saw by the average age of respondent that this part of the generation is only starting consuming wine and appreciate it, due to the legal age to consume in France for example. We can also take in account the fact that the respondents are modest and tend to underestimate their knowledge.

The weakness in this graph is the 19% of students who consider themselves as “Zero”, that means a lack of interest and also a bad or non-transmission from their parents/family who are from the previous generation. Who have, according to previous studies, a good knowledge in this sector.

4.3 Data analysis of the conventional and organic wine consumption habits

This section of the data analysis is about the consumption habits of wine in general, in a first part, and then precisely about the organic wine. The researcher asked in his questionnaire the principles questions to understand the commercial potential for wine retailers in Toulouse. The objective of this section is to understand and identify the frequency, occasion, preferences in term of taste and in term of buying habits, motivation and brakes in the conventional and organic wine’s consumption.

4.3.1 Consumption frequency
The question “At what frequency do you consume wine”, the 181 respondents had the choice to choose between 5 answers: Once per day, Twice per week/month/year, I don’t consume wine.

The researcher was lucky to see that in his population and sample, all the respondent consume wine. In fact, 0 respondent answered “I don’t consume wine”. The table and graph below show the repartition in number and percentage.

<table>
<thead>
<tr>
<th></th>
<th>Once a day</th>
<th>Twice or more per week</th>
<th>Twice or more per month</th>
<th>Twice or more per year</th>
<th>I don't consume wine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>9</td>
<td>72</td>
<td>89</td>
<td>11</td>
<td>0</td>
</tr>
<tr>
<td>Percentage</td>
<td>4,9%</td>
<td>39,5%</td>
<td>49,4%</td>
<td>6,2%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Consumption frequency of wine in general

- 49,4% for Twice or more per week
- 39,5% for Twice or more per month
- 6,2% for Twice or more per year
- 4,9% for Once a day
- 0% for I don’t consume wine
The main frequency of the population chose by the researcher is the consumption Twice per month with 49,4% of the respondents (89 respondents). Comparing to the previous generation and studies, we can notice that the wine consumption has suffered a major fall. This frequency echoes in a wrong way for wine retailers in Toulouse, because they can note a lack of consumption for the new generation of wine drinkers, by consequences poor previsions for the future of the business.

Thankfully, only 10 points less respondents consume twice a week, with 39,5% (72 respondents). This percentage sounds positive, and show that despite a lower consumption between generation, a weekly consumption tend to gain ground in millennials habits in Toulouse.

The consumption habits stay between a monthly or weekly, only 6,2% consume twice or more per year, and only 4,9% daily. We can follow the theory that this generation need more time to install regular and long-term habits, in fact we can suggest that the number of millennials consuming daily will increase through the years, because they are still young for the moment and the alcohol and wine consumption increase with the age.

If we make a cross analysis between the consumption frequency and the self-evaluation of the knowledge about wine, we can observe that within the 89 respondents who drink monthly, 33% of them consider themselves as “Novice”.
This graph can be justified by a lack of information about wine for this generation. In fact, if the Toulouse millennials students had more knowledge due to more information and sharing with professional for example, we can suggest that they will consume at least weekly and not monthly.

In fact, if we go further in the cross analysis, we can observe that within the 72 respondents consuming weekly, 46.8% are considering themselves as “Amateur”, the more knowledge the millennials have, the more they will consume.
The new marketing strategies, related to the digital wave, allow a higher and better transmission between companies or associations and consumers. The millennials generation is more connected than ever thanks to the diversification of the digital devices, furthermore in the region of Occitanie, there is an high presence of retailers and producers who can communicate. The relevance of this chapter can help to understand the potential of this generation.

4.3.2 The occasion

The previous section show us that the students millennials in Toulouse don’t consume wine daily, so we can deduce that this generation needs occasion to consume wine, that what the researcher try to understand in this section. The question was “At what occasion(s) do you consume wine?” the respondents had the choice between four answers, and can choose multiple answers : occasionally lunch/dinner with friends or family, Bars, Restaurants and At home. Here is the answers below.

<table>
<thead>
<tr>
<th></th>
<th>Occasionally Lunch or Dinner with friends or family</th>
<th>Bars</th>
<th>Restaurants</th>
<th>At home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>170</td>
<td>105</td>
<td>147</td>
<td>78</td>
</tr>
<tr>
<td>Percentage</td>
<td>93,8%</td>
<td>56,8%</td>
<td>81,5%</td>
<td>43,2%</td>
</tr>
</tbody>
</table>
Since the millennials don’t consume daily we can suggest that is normal to have a lower percentage of respondents consuming at home, with 43,2%. The best occasion for the respondents stay the occasions with friends or family and the restaurants, with respectively 93,8% and 81,5%. The millennials feel in a better position to consume when they are sharing with friends or family, they don’t use to consume alone, the 56,8% of millennials consuming in bar proves that they use to consume wine in a social environment.

147 of them consume wine in restaurant, where they have the more information about what they are going to consume, contrariwise when they are buying wine for consuming at home. This problem is nowadays in part resolved thanks to the wine app, a subject treated further in the study.

4.3.3 Preferences

The question “What is your preference in term of wine?”, the aim was to identify the commercial potential by type of wine. As the researcher reveals thanks to the
secondary research, the rosé wine is not at the same level than the red and white, as much for specialists than for consumers. The primary research done by the researcher accentuate this affirmation and prove that the preferences stay between the red and white wine. In a marketing view, the retailers have to concentrate their strategies on the red and white wine in order to continue developing the sales. The following graph shows the potential in term of types of wine, for the business students millennials in Toulouse.

<table>
<thead>
<tr>
<th></th>
<th>Red wine</th>
<th>White wine</th>
<th>Rosé wine</th>
<th>No preferences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>85</td>
<td>60</td>
<td>5</td>
<td>31</td>
</tr>
<tr>
<td>Percentage</td>
<td>46,9%</td>
<td>33,3%</td>
<td>2,5%</td>
<td>17,3%</td>
</tr>
</tbody>
</table>

As the study let deducing, the millennials in Toulouse tend to consume more red wine, almost the half of the sample, with 46,9%, preferred red wine than other wine. The white wine arrives in second position with 33,3% of the respondents. However, 17,3% have no preferences, suggestively because their knowledge in wine is not really developed. If we cross the results, within the 31 respondents who answer “No preferences”, 16 of them consider themselves as Novice or Zero in wine knowledge. Concerning the rosé, this result do not says that rosé is not consumed or liked by millennials, in fact if we refer to the literature review, we can see that the sales and
production of rosé in France is quite important, in summer more than ever by the way. But we can interpret the result as a preference in term of choice between the three types of wine during the buying process.

4.3.4 The buying habits

The fourth question of this section of the questionnaire is related to the buying habits. The question was “Where do you usually buy wine?”, the respondents had the choice between Hypermarket, Supermarket, Specialized store and an “open answer” section to allow the respondents to give all the distribution channel as possible, like precise website/store/producer…

This question is also the last question concerning wine in general, both conventional and organic wine, after this question, only organic wine matters is studied.

<table>
<thead>
<tr>
<th></th>
<th>Hypermarket</th>
<th>Supermarket</th>
<th>Specialised stores</th>
<th>Internet</th>
<th>Arthuretadrien.fr</th>
<th>Producers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Amount</strong></td>
<td>111</td>
<td>79</td>
<td>113</td>
<td>4</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>61,3%</td>
<td>43,9%</td>
<td>62,5%</td>
<td>1,4%</td>
<td>0,005</td>
<td>5,0%</td>
</tr>
</tbody>
</table>

Numbers of respondents by distribution channel
As we can deduce, without surprise, most of the Toulouse millennials students use to buy the wine in Hypermarket with 61.3%, because the choice is importantly large and the range of price adapted to all the budget. The same criteria can be found in the supermarket even if the choice and prices are variable, 43.9% of the respondents use to buy through this distribution channel. The researcher was surprised to see that 62.5% of the respondents, that mean 113 over 181 business students millennials in Toulouse buy their wine in specialized store.

These data can be interpreted as a willingness to expand their knowledge. The respondents prefer the proximity with specialist in order to have a better consumption of wine. This is a positive points for the independent retailers who are trying to reach this new generation of consumers in vain. The specialized stores offer good quality wine, and provide lot of information for the client, he can feels guided and in security during the buying process. Even if the average pricing in specialized store is higher than in hyper/supermarket, as we saw before, the population chosen by the researcher benefit from an important buying power thanks to the social category.

Unfortunately, only 4 respondents buy their wine on internet, this shows the weakness of the digital area in the wine sector, the purpose of this study is to provide recommendation to increase digital potential in organic wine. A friend of the researcher put “arthuretadrien.fr”, a website re-selling a selection of different wine. This respondent is the founder of the brand “ArturetAdrien” and he explain to the researcher how difficult is to manage digital business in wine, but with a good communication strategy, the potential increase quickly.

Only 9 over 181 respondents (5%) buy directly from the producer, nevertheless the researcher believe in the evolution of this channel regarding the generation. In fact, through the years and the increase of the Toulouse millennials’ wine consumption, the generation will make the most of the proximity with the producer in the region.

4.3.5 Organic wine consumption
From this part of the analysis, only organic wine subject is treated. The first question was the most basic but essential for the study “Do you consume organic wine?” with a simple “Yes” or “No” answer.

Concerning the results, the gap between the consumer and non-consumer of organic wine is really thin. In fact 55,6% of the sample admit to not consume organic wine, and the 44,4% other report to consume organic wine. By non-consuming it doesn’t means never consume organic wine, but it means to not be attracted by the organic wine choice when they are buying wine.

<table>
<thead>
<tr>
<th></th>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>101</td>
<td>80</td>
</tr>
<tr>
<td>Percentage</td>
<td>55,6%</td>
<td>44,4%</td>
</tr>
</tbody>
</table>

As the researcher deduced earlier, there is a clear potential of developing organic wine consumption in Toulouse. An important percentage of millennials student declare consuming organic wine, and the two following section will help to understand why do they consume or not.
4.3.6 Organic wine buying motivations

One of the most important part of this primary research is to understand why the Toulouse millennials are buying organic wine. The question is “What are your buying motivation for organic wine?”.

Because of a mistake from the researcher during the questionnaire building process, every respondent was forced to answer to this question, even the respondents who answered “No” to the previous question. But in other hand, it is interesting to see what they answered, what could be the motivations if they decide to consume organic wine.

A part of the results are unfortunately interpreted as hypothetic.

The respondents had the choice between six different answers: The taste, The quality, Organic = Good for health, Clear conscience (favorited organic agriculture), The new apps and technologies about wine (which allow to increase knowledge).

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taste</td>
<td>29,6%</td>
<td>54</td>
</tr>
<tr>
<td>Quality</td>
<td>38,3%</td>
<td>69</td>
</tr>
<tr>
<td>Organic = good for health</td>
<td>27,2%</td>
<td>49</td>
</tr>
<tr>
<td>Clear conscience (favorited organic agriculture)</td>
<td>44,4%</td>
<td>80</td>
</tr>
<tr>
<td>Advertising about organic product</td>
<td>3,7%</td>
<td>7</td>
</tr>
<tr>
<td>The new apps and technologies which allow to develop the knowledge in wine</td>
<td>9,9%</td>
<td>18</td>
</tr>
</tbody>
</table>
The positive point of this data analysis is to notice that organic wine is perceived as a quality product for the millennials in Toulouse, 38.3% of the respondents recognized that the quality is a strong motivation during the buying process. This confirm the potential of the organic consumption in the city. Concerning the taste, as we will see in the following analysis, the taste is a source of debate, because the opinions are shared between motivation and brake. Concerning the motivations, the taste is considering at 29.6% as a buying motivation, it can be associate to the “quality” section with the hypothesis that respondents think taste go with quality.

An interesting social fact in this data analysis is the comparison between the two answers “organic = good for health” and the “clear conscience”. In fact if we look at the results, 44.4% are motivated by the fact to have a clear conscience regarding the organic agriculture but only 27.2% are motivated by the healthy side of this consumption.

We can deduce that the respondents feel more concerned about the social and environmental aspect than about the health benefits in the organic wine consumption. We saw in the explanation of the population that the millennials studying in business school are part of a defined social category, who take care about the social aspect of what they buy.
Exactly as we saw in the literature review, this generation is not really focus on the fact to consume organic in order to consume better, but they use to consume organic in order to be seen as a better consumer. The social aspect of the organic consumption reign on the other motivations.

The perception of the sample is poorly influenced by the advertising around the organic sector, only 3,7% consider to be motivated by the advertisement.

The last choice of answer is positive for the purpose of this dissertation. In fact, even if only 9.9% of the respondents admit to be motivate by the new apps and technologies about wine, it stay an encouraging percentage, as the apps and digital devices influence more than the advertising. This result can be interpret as a matter of generation, we saw that the millennials generation is more connected than the previous one. In the apps and digital devices about wine, the consumer receive the information he needs to buy the good product and this is a key motivation. This analysis prove that the millennial is more touched in a digital way, a strategic point for retailers, an hope for the wine apps creators and an important discover for the rest of this dissertation.

4.3.7 Organic wine buying brakes

Contrariwise to the previous question, the aim of this section is to identify the brakes felt by the consumer regarding organic wine. The question was “What are your brakes regarding organic wine purchase?”, like the previous question, the respondent had the choice with multiple answers : “Price”, “Taste”, “You are insensible regarding organic agriculture”, “the lack of communication”.

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>50%</td>
<td>90</td>
</tr>
<tr>
<td>Taste</td>
<td>27,60%</td>
<td>50</td>
</tr>
</tbody>
</table>
Unsurprisingly, the price is the major brake in the purchasing of organic wine. In fact, as we saw in the literature review, and regarding the previous studies about organic consumption in general, the prices are higher than the conventional wine. The population represent students millennial in business school, even if they have a high purchasing power, they still are students, so they are looking attentively to their budget. 50% of the 181 respondents are hampered by the price of organic wine, and during the buying process the conventional is preferred regarding price.

The taste is, as cited in the previous section 4.3.6, a source of debate. We saw that taste is a buying motivation for 29,6%, but regarding the actual analyze, 27,6% think that the taste is a buying brake. A long debate exists about the taste, some people find a better quality and natural taste in organic wine, but an important part of consumer admit that organic production alters the perceived taste of the wine, and makes him drier.
In coherence with the hypothesis of this dissertation, the organic wine suffer from a lack of communication, and this logically have a negative impact in the development of the consumption. In fact, 43,4% of the Toulouse millennials students perceive a lack of communication and information regarding organic wine. This lack drives an hesitation during the purchasing process and this hesitation will provoke a choice made by habits and previous experience (most of the time with conventional wine).

Finally, 19,7% of the respondents are insensible to organic wine, so they don’t have motivation to buy organic wine, for them the price is higher, the taste is equal, there is no social or personal benefit, so conventional wine is a better choice.

4.4 Data analysis of the habits regarding digital and organic wine

The last section of the data analysis is about the habits regarding digital devices around the organic wine sector. The section is composed of 6 questions with the objective to identify where do the sample are looking for information about wine, which wine apps are trendy and can be efficient for build a strong marketing strategy, the perception of wine in the advertising sector and the preferences in terms of marketing channels. All this questions with the same objective : Identify an efficient marketing strategy, with pertinent digital marketing tools, in order to change perception of millennials student in Toulouse regarding organic wine.

4.4.1 Information research about wine

The first question of this section was “Where are you looking for information about wine most of the time ?”. The researcher proposed 5 answers for a multiple choice, 4 answers were digital oriented with : Internet, social network, blogs, mobile apps; and
the last one is word of mouth, because it is related to the digital marketing, when a post came viral for example.

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>51,2%</td>
<td>93</td>
</tr>
<tr>
<td>Mobile apps</td>
<td>17,5%</td>
<td>32</td>
</tr>
<tr>
<td>Social network</td>
<td>6,3%</td>
<td>9</td>
</tr>
<tr>
<td>Blogs</td>
<td>3,8%</td>
<td>7</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>85%</td>
<td>154</td>
</tr>
</tbody>
</table>

As we can notice, the digital devices are poorly used for information research about wine. In fact, when a consumer needs information about a bottle, a batch, a vine, before to buy it or for his knowledge, he have different solution to research it. For the 181 Toulouse millennials student who answers to this study, 93 of them (51,2%) use internet. By internet it means google the information researched like the name of the batch, the year, and find the feedback from other consumers. This case of “googled” an information about wine arrives more especially when the consumer have to buy a good bottle to offer or for a special dinner. The most “pressure” the consumer will feels, the more information he will search.
The positive result of this analysis is the percentage of respondents who use mobile apps to search information. We saw that the wine apps are expanding, and the researcher stay sure that it is one of the most effective way to democratize organic wine. The study shows that 17,5% of the sample, 32 respondents, used to search information from specialized mobile apps. The wine apps have a substantial potential for the coming years.

Social networks and blogs are poorly used during the information research process with respectively 6,3% and 3,8% of answers. The research is based on the assumption that the social networks are not a device to research information, but an effective place to communicate information for the seller.

The most answered data is the word of mouth, with 85% of the respondent. It is important to understand that the word of mouth is also a result of an effective marketing strategy. It means that information searched on internet for example can provoke a powerful word of mouth, an app who provides high quality information can create word of mouth also. But in this case, the result is interpreted as a research tool. When a student millennial needs information about wine, he use to ask his entourage. This is related to the section about the knowledge. In fact, word of mouth is the result of, in the first hand, a share of knowledge, and in a second hand, a willingness to extend the knowledge. An objective highly researched by the millennials.

4.4.2 Focus on the wine apps

To make a focus on the apps, a question was asked by the researcher : “Which apps about wine do you know/use ?”. In order to guide the respondent, the researcher proposed a multiple choice between the 4 most known and used apps in the wine sector : Vivino, WineAdvisor, Tagawine and Winewoo or None. A “other” case was also proposed with a possibility to put another app’s name.

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vivino</td>
<td>26,9%</td>
<td>49</td>
</tr>
</tbody>
</table>
The researcher was not surprised to see that most of the respondent, 61.5%, do not use wine apps. Taking in account the novelty of the apps and the lack of notoriety for the moment. But the important point to concentrate in is the percentage of the firsts apps.

In fact, 26.9% of the millennials who responded know and/or use Vivino, the most famous wine app in the world. This app provide all the information you need just by scanning the labelling of a wine bottle, thanks to this, the user have all the details and information to successfully end his purchasing process.

For the second app, WineAdvisor, 20.5% know and/or use it. This app provide almost the same use as Vivino, but with a more critics oriented concept. The user have access to feedbacks from other consumers and can use it as a buying motivation.
The two others apps, Tagawine and Winewoo have respectively 3,8% and 2,6%, quite poor but we can understand how difficult it is to expand a new app in a closed and dominate sector.

To conclude, this study can be interpreted as a hopeful potential in the wine app business, because in Toulouse, 54% of the targeted millennials students know or use an app about wine. It means that they are looking for information and communication about wine, in order to consume in a better way.

### 4.4.3 Advertising channels for wine

The next question analysis of the study is “**In which channels can you watch/listen to wine advertising ?**”. Of course, regarding the Law Evin in France, TV cannot be proposed as an answer. By consequence, the choice was : Radio, Social Network, Websites, Magazine, Display, Blogs and a “other” with possibility to justify.

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>14,3%</td>
<td>26</td>
</tr>
<tr>
<td>Social Network</td>
<td>37,7%</td>
<td>68</td>
</tr>
<tr>
<td>Website</td>
<td>32,5%</td>
<td>59</td>
</tr>
<tr>
<td>Magazine</td>
<td>53,2%</td>
<td>96</td>
</tr>
<tr>
<td>Display</td>
<td>31,2%</td>
<td>56</td>
</tr>
<tr>
<td>Blogs</td>
<td>7,8%</td>
<td>14</td>
</tr>
<tr>
<td>I don't see advertising about wine</td>
<td>5%</td>
<td>9</td>
</tr>
</tbody>
</table>
Considering the legal prohibition to make wine advertising on TV, most of the wine retailers use display and magazine as their principle advertising channels, and this is noticed by the Toulouse millennials of this study, with respectively 31,2% and 53,2% for the major channel perceived. This channels allow to communicate in a very visual way, creating emotion for the consumer, not with lot of information, but with attractive visual.

The channels presenting the more information in the advertising are the radio and the social networks. In France, it is common to hear radio ads about wine, and 14,3% of the Toulouse students millennial remember having heard ads on the radio.

The important fact is the 37,7% of the 181 respondents perceive advertising about wine in social network. Regarding the purpose of the dissertation, it is important to make a statement about the communication power and potential of the digital area. The result sounds positive, because this important percentage proves that millennials are touched by the communication made on social network.

Furthermore, 32,5% have seen ads about wine in a website, the display advertising strategy works very effectively for a connected population as millennials.

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### Advertising channels perception for wine

<table>
<thead>
<tr>
<th>Channel</th>
<th>Perception</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>14,3%</td>
</tr>
<tr>
<td>Social Network</td>
<td>37,7%</td>
</tr>
<tr>
<td>Website</td>
<td>32,5%</td>
</tr>
<tr>
<td>Magazine</td>
<td>53,2%</td>
</tr>
<tr>
<td>Display</td>
<td>31,2%</td>
</tr>
<tr>
<td>Blogs</td>
<td>7,8%</td>
</tr>
<tr>
<td>I don't see advertising about wine</td>
<td>5%</td>
</tr>
</tbody>
</table>

---

70
analysis for blogs, even if the percentage is less important, due to the less significant use of blogs nowadays.

Only 5% admit to don’t see or heard advertising about wine, a poor percentage which let the researcher optimist about the coverage rate of digital communication about wine.

4.4.4 The benefits of digital for wine consumers

Internet and the digital area have not only enhance the customer experience, but also help the consumer, in this case the wine drinker, to enhance his knowledge. The researcher has a theory, he was thinking that digital devices as internet, social networks and apps can transform a novice wine consumer to an amateur one, really quickly. He asks the question “Do you think that Internet, apps or social networks has enhanced your knowledge in wine ?”. The amount of amateur in wine in this generation directly impact the consumption development. Because as we saw at the beginning of the data analysis, the “amateur” category use to consume more frequently than the other categories.

The following results shows the impact of each digital device in the consumer knowledge.

<table>
<thead>
<tr>
<th>Response</th>
<th>%</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I became an expert</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>Yes, I can debate about wine now</td>
<td>2,5%</td>
<td>5</td>
</tr>
<tr>
<td>Yes, I feel more comfortable when I am buying wine</td>
<td>25,9%</td>
<td>47</td>
</tr>
<tr>
<td>No, not more than before</td>
<td>53,1%</td>
<td>96</td>
</tr>
<tr>
<td>Not at all</td>
<td>18,5%</td>
<td>33</td>
</tr>
</tbody>
</table>
Unsurprisingly, most of the respondent not feel impact by the digital devices in their wine perception because they don’t use it. 53,1% don’t think that digital has enhanced their knowledge more than before, it means that even if they use it, they don’t feel that the use of apps for example, can improve the self-knowledge. The 18,5% who responded “not at all” are considering as the non-users.

In any event, the result to retain is the 25,9% of respondents admitting that thanks to the apps, internet and social networks, they feel more comfortable during the purchasing process. This is an important statement for wine retailers, the amount of information present on the digital devices reduce the time of reflection before the purchase, that means the wine purchase became usual for millennials. And this, thanks to digital. Now the objective is to expand the number of users. An app like Vivino provide a review from a bottle wine, a rate, feedbacks and all the information a consumer wants. If a millennials tend to use frequently Vivino when he buy wine, he will enhance his knowledge and will start make usual and repetitive purchases.

Furthermore, 2,5% of the 181 respondents admit they can debate about wine thanks to digital, a poor percentage, but we will traduce it as a hope in the power of digital marketing in the wine sector.
4.4.5 Advertising and organic wine

The question presented in this section had for objective to determine the perception of millennials regarding the advertising presence of organic wine in France. A simple question was asked: “Do you think that organic wine is not put forward in advertising?”.

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>75,3%</td>
<td>136</td>
</tr>
<tr>
<td>No</td>
<td>24,7%</td>
<td>45</td>
</tr>
</tbody>
</table>

The result is clear and without appeal, the Toulouse student millennials think that organic wine is not enough used in advertising. As deduced before, the French organic wine suffer from a lack of communication, and at a time when communication is primordial due to the important amount of choice for the consumer. 75,3% respondents agree with this affirmation. Contrariwise, 24,7% don’t think that organic wine isn’t put forward in advertising, we can deduce that a part of the percentage is the respondents
who are present in every channels, digital, magazine, radio, apps; so they are more straight from being directly touch by the ads.

4.4.6 Millennials advertising preferences

The last question of this primary research is “How would you prefer to be touch by organic wine advertising”, with this question the researcher wants to know with which channel, the aim is to analyze which digital marketing channel could be the more efficient for organic wine communication. In order to answer, the sample had the choice with 3 main digital channels: Social networks, apps (receive notifications, offers, newsletter), websites (display advertising on the sides) with a multiple choice option.

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networks</td>
<td>65,8%</td>
<td>119</td>
</tr>
<tr>
<td>Websites</td>
<td>24,1%</td>
<td>44</td>
</tr>
<tr>
<td>Apps</td>
<td>27,8%</td>
<td>50</td>
</tr>
</tbody>
</table>

![Advertising digital channels preferences](image-url)
It is positive for retailers and marketers to see that social networks are preferred by millennials, with 65.8% of respondents, because it is the less expansive channel. The organic traffic created by Facebook or Instagram for example can take serious proportion and become viral, furthermore social networks allow to put enough information on ads, in order to communicate efficiently.

Then, 27.8% of millennials students who responded prefer to be touch by ads on apps. We can deduce that they see this as less intrusive. In fact, they decide by their own if they want notifications or newsletter, this generation feels more comfortable when they have choice, as we cited before, and it is the same for communication.

Finally, 24.1% of respondents prefer to be targeted on website, with wine ads related to the information they searched, related to their interest and their previous purchases.
5.1 Introduction

The objective of this chapter is to draw conclusions out of the data analysis of the primary research. The conclusions are also related to the secondary research and the links created between the two parts, the conclusions from the questionnaire will be compared to the previous studies and theory studied in the secondary research. The second part of this chapter is the recommendations, the researcher have for objective to find digital marketing recommendations for organic wine retailers. All the research objectives and theories are solved in this chapter, allowing the researcher to list limitations, possibilities and new theories for further research.

5.2 Findings and conclusions

As presented in the introduction, the first chapter of the dissertation, the purpose of the primary research is to answer to the research question and each objectives. The aim of the dissertation is to identify precise digital marketing channels in order to target efficiently potential consumers. By analyzing the primary research, some reflections was made by the researcher and are presented below. Following the conclusion, different recommendations will be cited and explained by the researcher, recommendation for both wine marketers and retailers.

The first objective of this study is to identify the behavior of millennials in Toulouse regarding conventional and organic wine. Regarding the previous studies, experiences and theories presented in the literature review, the French wine consumption decrease and this is a matter of generation. For the organic wine, the
consumption has trouble to develop and to target millennials. For millennials, wine is considered as an exceptional drink, reserved for special occasions, and this study demonstrate that in Toulouse, millennials don’t use to consume at home but more often in restaurants bars and special dinner. Furthermore if we look at the weak percentage of organic wine drinkers within this population, we can conclude that millennials consider organic wine as a very exceptional choice in their wine consumption behavior. However, we saw that the millennial generation is more influenced by the image emerged from what they use to consume, and by the power of digital in order to share and learn more, and as explained in the data analysis, the knowledge is an indicator of consumption for the millennials.

Concerning the buying behavior, millennials use to buy wine in Super/Hypermarket, but it is important to notice a high percentage of buyers in specialized stores, this show an increase of interest and of knowledge for the following years. Internet is also (timidly) expanding, regarding previous years, more and more wine consumer use to buy online, an important fact for the future trends.

To conclude, the behavior is constantly changing and we can predict an increase of consumption.

The second objective is to identify why students millennials have a low uptake for organic wine in comparison with conventional wine. To realize this objective, it was important to understand what are the purchasing brakes for this population. First of all the Toulouse millennials see organic wine as a “premium” drink, which is not the first choice in the purchasing process. This is due to the price, often describe as too high for millennials. The price is the first brake of the generation, but not only, the chosen population represent (in average) millennials from a high social category family, so they are not only considering price as a disincentive. They are not convinced about the taste, which is a psychologic factor, and most of all the lack of communication. Millennials don’t know enough about organic wine to make it an usual consumed product. This is the most important analysis of this study, because we can see that millennials are aware of this lack of communication, and are able to determine it as a brake in purchase.

The third objective is to identify the social motivation from the millennials buyers. As we noticed in the secondary research, the millennial try to consume better not
necessary for himself, but in order to ameliorate is social image. For him, to consume organic prove that he is from a distinguish social category, and that is a motivation for him. Most of the millennials buy organic in order to have a clear conscience and to feel concern about organic agriculture. They are not influence by the fact that organic seems better for the health, but more about the fact to be socially concern and active.

Concerning the **fourth objective**, the researcher tried to identify the consumer's buying motivations for organic wine, regarding three different categories: Marketing and production, because we saw before the social motivation.

The results show that consumer are influenced by marketing and communication in wine. The millennials are conscious about advertising and marketing, they are connected more than ever so easily touchable. Furthermore, the use of apps rising in the millennial habits help the wine sector to develop with the new generation of drinker. Vivino and Wine Advisor are the principle actors of this expansion, and their apps became a real opportunity for wine producers and retailers because it provide information to the consumer and reduce the buying process.

Most of the Toulouse millennials use internet, apps and social network in order to search information about wine, and retailers have to focus on the digital area to reach the new generation.

The second part of this objective’s conclusion is to understand the consumers motivation by production, it means what are the production criteria able to influence the buyer. The analyze demonstrate that millennials are influence by the type of wine in their buying process. If a retailer want to sell organic wine, it is important to know that the consumer may be more attract by it when it is red wine.

**The fifth objective** is to measuring the buying motivation created by the wine apps, the social network, blogs and website for Toulouse millennials. We saw that millennials are more comfortable in their purchase when they know what they consume, when they have a sufficient knowledge to be guided in the purchase, that is exactly what the digital era provide easily nowadays. Millennials search these information on internet, apps and social network, that means digital became primordial for a non-usual purchase for this generation, as wine is. Furthermore, millennials are conscious to see wine ads on internet and social network, they have a better memorization when they see ads on the platform they use the most, this is a real opportunity for wine retailers.
Finally, the digital devices as apps, social network, change the consumer's self-perception. In fact it allow to develop an interest and a willingness to learn for the consumer, 25.9% of the respondents of this study feel more comfortable about wine, this result to a purchasing potential for this generation. Furthermore, almost 66% of the Toulouse millennials involved in this study prefer to be touch by marketing and communication on social networks, the main advertising platform to reach the millennials.

The sixth objective is to determine, in a really large way, what digital marketing strategies organic wine retailers should adopt to attract Toulouse millennials. It would appear that social networks stay the main and most efficient tools in order to reach millennials, in fact they are all connected to many social networks, making them more attainable than ever. In social networks, retailers can easily put informative content because we saw that emotional content is not very effective for millennials, depend on the product. In the case of wine, millennials are looking for product information. Nevertheless, the researcher want to make a focus on app, which is the best potential on digital devices and wine. More and more millennials use wine apps and start to develop interest in wine thanks to it, the retailers can approach these apps in order to transmit information about what they want to sell. Sponsored ads on apps seems to be an efficient strategy because of the increasing amount of users. The millennial is able to buy wine directly by the apps, with sponsored ads related to the previous research of the user, retailers have an opportunity to develop a commercial strategy.

After conclude on these objectives, it is the moment to consider about the hypotheses presented at the really beginning of this study:

H1: “Toulouse Millennials are not influenced by organic labelling when they buy wine, they choose the wine regarding price and region and knowledge.”

As wine is not yet an usual purchase for this generation, the purchasing process is based on safety reflection. It means that millennials firstly choose the wine regarding their experience, they have in mind some names, regions, grape variety or range of price, but we saw with this dissertation that nowadays millennials tend to be more attract by organic. This generation want to consume better, and the organic products
provide it to them.

In conclusion, indeed millennials are more influenced by their previous experience and by the price but from the two previous years the clear conscious is above the price motivation in consumer mind.

**H2: “The increase of conventional wine consumption by millennials is due to the digital marketing, and organic wine is not using enough this marketing strategy.”**

Indeed, digital marketing had is role to play on wine retail development. Nowadays, thanks to digital like apps, websites and social networks, the consumer is creating a knowledge and experiences with his purchase, and to have access to all kind of information about wine make him more comfortable during purchase and create a willingness to learn. Conventional understood that, and organic wine have to perform on this channels. There is a big opportunity with the expansion and the trend of “organic labelling”, in France the “bio” is at the top of its business, we can note an increase of organic shops and products in every markets. With a good awareness in the good channels, organic wine have great chance to develop with millennials.

Finally, the researcher have to answer to the research question : “**How digital marketing influence the French organic wine perception by Millennial students from Toulouse Business School and ISEG Toulouse ?** “

We saw through the secondary and primary research that millennials are now living influenced by digital, and this is also the case in their way to consume. Regarding organic wine, the wine apps and the social network influence made by digital marketing provide to millennials enough information to feel more comfortable in their purchase and perception. The study help us to understand in a large vision the millennials needs regarding organic wine, they need information to be motivated to the purchase and attract to the organic wine. Almost 26% percent of the Toulouse millennials selected admit that digital change their vision and knowledge, in a positive way because they are feeling more comfortable.

This highly connected generation always appreciate when companies adapt to the digital wave because they can communicate more easily and can have information
when they want to. Millennials do not consider wine as a casual product, it is an old sector not very innovative for them, they use to see their parents, from the previous generation, drink wine in an usual way, but thanks to digital and the marketing around it they can notice that organic wine has a will to touch them and adapt to them.

5.3 Recommendations

Finally we arrive at the chapter of recommendations. Based on this research and on previous studies, the researcher can address a list of recommendation for organic wine retailers / marketers, but also for organic winemakers.

- It is a difficult task to reach a young population as millennials, wine retailers should try to modernize their packaging in order to be more attractive. We saw that the millennial generation did not follow the heritage let by the previous generations, so it can be interesting for marketers and producer to create a new generation of packaging: more simple, more attractive, minimalist, colorful, but with enough information to guide and reassure the consumer. We can also imagine a QR code in each bottle for further information and to be related to all the social networks or website. All this in order to associate the “new bottle type” to the new drinkers.

- The information is primordial for millennials, particularly with wine, the new drinker is afraid of the unknown, he need information about taste, quality and way to drink it. This information do not only need to be on the packaging, but thanks to the digital area the opportunity to communicate is inevitable. Marketers have to re-think the wine communication. We can recommend YouTube tutorial and podcast about a domain vineyard, a batch or “how to associate wine with food”. Not only in an informative way but make it more adapted to millennials, in a dynamic way.

- Winemakers should build a significant brand awareness. The digital devices are not prohibited by the French law regarding advertising, a regular activity
and content generated in Facebook or Instagram allow to share both informative and emotional content, perfectly adapt to this high connected generation.

- Organic consumption generate an interest for millennials, some companies in France have created box subscription with different organic product related to the activity, for example “Biotifoul box” provide a box of organic cosmetic samples in order to help organic small producers to develop. It could be interesting to adapt it to wine. The trend of “box” is expanding, organic winemakers should consider to launch a box subscription in association with organic food producers to send every month samples of French organic wine with adapted organic food. This system of box also operates with the personalization trend, because each box will be personalize for the consumer and adapt to his taste previously defined.

- Some big name of French wine as Pommerol, Saint Emilion, Chateauneuf du Pape… Or organic wine specialist as Château Ventenac, Château Pontet-Canet, Coulée de Serrat… should create a range of batch adapted to millennials, with lower prices and a high commercial potential. The millennials will be directly attracted by this batch because they remember the name from somewhere.

- Finally, the organic winemakers and retailers should focus on the apps, be present on Vivino or Wineadvisor, we can even recommend to create a new app in association with different organic winemakers/retailers. Sponsored ads can also be generated in these apps. We can also imagine a partnership with Vivino in order to have a video in the Facebook page of Vivino, like some restaurant do with Deliveroo.

5.4 Limitations and Suggestions for further research
The researcher faced difficulties during this dissertation, even if the objectives have been achieved through the primary data collection and analysis. The population is quite limited and the researcher was afraid to not have enough answers and to not be representative of the Toulouse millennials. Even if 181 answers can be define as effective, the researcher thinks that more could be efficient. Furthermore, concerning secondary research, the organic sector, even more for organic wine, is not yet well exploited. It was complicated to find enough literature in order to improve the objectives and adapt it regarding what was made in previous studies. It is more complicated for the researcher to find French academic literature because French education is not used to work with academic articles.

Since the researcher was only focus by the consumer aspect and perception, he didn’t made qualitative interviews with professional marketers, shop owners or winemakers, but for further studies this would had something more in the organic wine study. This subject is constantly changing so the result can change also since the millennial generation is a large generation, some actual millennials are not in legal age to drink wine, and when they will be, older millennials will have a different consumption regarding taste, price, rhythm of consumption.

This study was made to understand millennials perception about French organic wine, Toulouse’s winemakers and marketers can easily use it as a base in their following studies, and go further and deeper in this understanding.
VI – Self-reflection on own learning

For the last chapter of the dissertation, the researcher will present the personal learnings and knowledge resulted from the study but also from the Master degree followed by the researcher at Dublin Business School. The subject chose for this dissertation was related to his personal life and professional career, and during the writing the researcher developed diverse professional orientation and skills useful for his personal development.

This chapter will present the self-reflection on own learning during the dissertation, describing the learning style and the improvements through the writing and a second part about the personal and professional benefits thanks to the master degree.

6.1 Learning style

For this section, the researcher did the Kolb’s experience (1984) learning cycle test in order to understand his learning style.

David Kolb (1984) explain in his book that different learning styles exists and each one is proper to each personality. The 4 learning styles stated by Kolb (1984) are : Diverging, Assimilating, Converging and Accommodating, presented below in a scheme. This chapter is influence by the David Kolb’s book : Perspective on Thinking, Learning, and Cognitive Styles.

**Diverging** is traduce as people who generally used to feel and watch. Most of the time the divergent people are viewing concrete situations, they use their developed feelings, imagination and emotions to be creative, that is why they are efficient in group work because they are motivated to listen and interact.

**Converging** represent people who are best at finding practical uses for theories and other ideas. This learning style is useful to make decision based on question’s solving.
“Converger” are not interested in social problems and group works, they prefer to experiment and simulate new ideas, better if it is about a technical task.

**Assimilating** people are good at concise large ideas and discoveries in order to make efficient conclusions. Generally assimilating learners are interested in abstract concepts and ideas, because it oblige them to read, learn, search and explore previous studies and theories, in order to develop their own theories on it.

**Accommodating** learners are motivate by primary research because they like to be directly actors of the research. They are more comfortable at group works in order to build common goals and achievement.
After doing the Kolb’s test, the researcher discover that he is pragmatist or related to Kolb’s book: “Converger”. It is more important for him to find practical uses to what he is searching, in fact the researcher realized that he fosters the action before to think. Regarding the research methodology, the researcher firstly define objective and theory and then makes his research but in the way to “re-think” the theories he made at the beginning.

The second profile resulted from the 80 characteristics from the Kolb’s test is “Activist”, or “Accommodator” and this reflect the motivation and implication during the primary research. The use of an experimental approach as a questionnaire and a qualitative approach as the co-building of the questionnaire with some millennials students, prove the accommodating profile of the researcher. The researcher feels more comfortable in group, that is why the questionnaire building with some representative of the population was important to him. Even if the researcher use lot of previous studies to guide his work, in order to identify perfectly the subject and don’t forget important part of it, he also discover a deep taste for experimenting new theories.

However, to be pragmatist and activist present also disadvantages because both learning styles promote the fact to act before thinking, which can be risky in a study. Indeed, this attitude can quickly result to hasty conclusions, without making the tour of the problem. Furthermore, the researcher tend to follow a wrong guideline and realize it was wrong too late.

Regarding the secondary research, it was difficult for the researcher to do it since he is pragmatist and activist, because he is more motivated by the practical than theoretical. To make an entire chapter about what was done before (even if it is a basic point of a dissertation) doesn’t sounds logical for the researcher and he is more motivated to make his contribution from his own experiences.

Regarding the knowledge and skills developed during the writing of the dissertation, the researcher note an important among of improvement in his learning styles. Beyond the real improvement in term of language, as the master degree helps too, the researcher can notice a real progress in term of working organization. Indeed, before this dissertation, the researcher was unable to construct a dissertation with this
amount of chapters and sections but also to follow a precise timetable for each chapter. Furthermore, the researcher has learnt a lot about himself, his motivation on studies and his personality face to an important piece of work as the dissertation. Firstly, the researcher learnt to define a strategy in order to realize his objectives, a thing that he used to do for lot of things in his life but not for studies, the dissertation allows him to understand that everything is not written in the books but, to succeed, it is important to search information by his own.

6.2 Master in Science Marketing Degree

For this last section of the dissertation, I am going to speak at the first person. Since I have done most of my studies in France, just one year in Spain, the experience at the Dublin Business School was the most exciting moment of my studies. In fact, live in an English spoken country was an objective, and I am glad to reach it. Of course, this Master Marketing at the DBS has improve my English, I feel more comfortable, and I can now consider to work and make a part of my life in an English spoken country.

Furthermore, this Master Degree has develop many skills in term of marketing vision, I mean, for my actual work or my future, I can easily match the business with marketing trends and build a digital strategy. The qualification of the lecturers, and the choice of the lectures, made this year the most interesting one of all my studies. In France, we are not used to develop this taste for theory, in fact it is more usual to do practical work, with just a small part of theory upstream. Now I can search pertinent information from previous work, and use a library correctly.

But for me, the most important side of this year of study, is the maturity that the master bring to me. In fact, during this program I realized how grateful I need to be regarding my parents, who always help me and who allowed me to reach this level of study. I feel ready to build a career that I always dreamt about, and this is thanks to them.
Bibliography


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- Le marketing du vin - 4e éd. : Savoir vendre le vin, en France et à l'étranger, 2014 (French Edition)


- Ribéreau-Gayon et al, 2012


Appendix

A.1 Original questionnaire

Impact du marketing digital sur la consommation du vin bio Français

Questionnaire assez court et non complexe pour effectuer une recherche sur l'impact du marketing digital dans la consommation du vin biologique Français.
La première partie se compose de 6 questions concernant les habitudes de consommation du vin bio, la deuxième partie contient 6 questions concernant les habitudes d'utilisation du digital dans les achats de vin, et pour finir, 3 questions sur l'âge, le sexe et la région.

*Obligatoire

Consommation générale du vin conventionnel et bio

7 questions sur votre consommation de vin, elles concernent uniquement le vin conventionnel et bio FRANÇAIS

À quelle fréquence consommez vous du vin ? *

- [ ] Au moins 1 fois par jour
- [ ] 2 fois ou plus par semaine
- [ ] 2 fois ou plus par mois
- [ ] 2 fois ou plus par an
- [ ] Je ne consomme pas de vin
À quelle(s) occasion(s) consommez vous du vin ? *

☐ Repas occasionnels entre amis/famille

☐ Dans les bars

☐ Dans les restaurants

☐ À domicile (Déjeuner/Dîner)

Quelle est votre préférence en terme de vin ? *

☐ Vin rouge

☐ Vin blanc

☐ Vin rosé

☐ Pas de préférence (tant qu’il est bon)

Où achetez vous généralement vos vins ?

☐ Grande surface

☐ Supermarché

☐ Magasins spécialistes

☐ Internet

☐ Autre : ________________________
Consommez-vous du vin bio ? *

☐ Oui
☐ Non

Quelles sont vos motivations d'achat du vin bio ? *

☐ Le goût
☐ La qualité
☐ Bio = Bon pour la santé
☐ La bonne conscience (favoriser l'évolution de l'agriculture biologique)
☐ La publicité autour du "bio"
☐ Les nouvelles appli autour du vin et l'évolution des technologies (qui permettent de devenir un fin connaisseur)

Quels sont vos freins à l'achat du vin bio ?

☐ Le prix
☐ Le goût
☐ Vous êtes insensible à l'agriculture biologique
☐ Le manque de communication
Habitudes au regard du digital

6 questions concernant vos habitudes digitales vis à vis de votre consommation

Où cherchez vous le plus fréquemment des informations sur le vin ?

☐ Internet

☐ Applications mobiles

☐ Réseaux sociaux

☐ Blogs

☐ Bouche à oreille (ami, famille...)

Quelles applications mobile autour du vin connaissez/utilisez vous ?

☐ Vivino

☐ WineAdvisor

☐ Tagawine

☐ Winewoo

☐ Aucune

☐ Autre :  

Sur quels canaux voyez/entendez vous des publicités sur le vin ?

☐ Radio
☐ Réseaux sociaux
☐ Sites internet
☐ Magazine
☐ Affichage
☐ Blogs
☐ Autre :

Pensez-vous qu'Internet, les applications ou les réseaux sociaux ont amélioré vos connaissances du vin ?

☐ Oui je suis devenu expert
☐ Oui je peux en débattre maintenant
☐ Oui je suis plus à l'aise dans mes achats
☐ Non pas plus qu'avant
☐ Pas du tout
Pensez-vous que le vin bio n'est pas assez mis en avant en publicité ?

- Oui
- Non

Comment préféraziez-vous être ciblé par la publicité sur le vin bio ?

- Sur les réseaux sociaux (Pub Facebook, Instagram, Youtube)
- Sur internet (style annonce sponsorisée sur le coté)
- Sur les applications (recevoir des offres spéciales, des newsletter)

Questions personnelles

Dans le monde du vin, vous considérez-vous comme ...

- Expert
- (Grand) Amateur
- Novice
- Nul...
A.2 Questionnaire in English

1. At what frequency do you consume wine?
   - At least once per day
   - Twice or more per week
   - Twice or more per month
   - Twice or more per year
   - I don’t consume wine

2. At what occasion do you consume wine?
   - Occasionally dinner/lunch with friends or family
   - In bars
   - In restaurants
   - At home

3. What is your preferences in term of wine?
   - Red wine
   - White wine
   - Rosé wine
   - No preferences
4. Where do you buy wine?
   - Hypermarket
   - Supermarket
   - Specialized stores
   - Internet
   - Other: ....

5. Do you consume organic wine?
   - Yes
   - No

6. What are your purchasing motivations for organic wine?
   - Taste
   - Quality
   - Organic = good for health
   - Clear conscience (favorite organic agriculture development)
   - Advertising about organic
   - News apps about wine and evolution of technologies (which allow to become a connoisseur)

7. What are your purchasing brakes for organic wine
   - Price
   - Taste
   - You are insensible about organic agriculture
   - Lack of communication

8. Where do you search information about wine?
   - Internet
   - Apps
   - Social Networks
   - Blogs
   - Word of mouth

9. Which apps about wine do you know/use?
   - Vivino
   - WineAdvisor
   - Tagawine
   - Winewoo
10. On which channels do you see/listen wine advertising?
   - Radio
   - Social Networks
   - Website
   - Magazine
   - Display
   - Blogs
   - Other: …

11. Do you think that Internet, Social Networks or Apps have improved your wine knowledge?
   - Yes I became an Expert
   - Yes I can debate about it
   - Yes I feel more comfortable when I’m buying wine
   - No more than before
   - Not at all

12. Do you think that organic wine is not enough put forward by advertising?
   - Yes
   - No

13. How do you prefer to be touch by organic wine advertising?
   - On social networks
   - On internet (website)
   - On apps

14. In the world of wine, you consider yourself as…
   - Expert
   - Amateur
   - Novice
   - Zero…

15. You are?
   - Male
   - Female
16. How old are you?

A.3 Data Analysis

A.3.1 Population

A.3.1.1 Gender

<table>
<thead>
<tr>
<th>©</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>110</td>
<td>71</td>
</tr>
<tr>
<td>Percentage</td>
<td>61%</td>
<td>39%</td>
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</tbody>
</table>

A.3.1.2 Ages per Gender

<table>
<thead>
<tr>
<th>Age</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Age</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>-----</td>
<td>------</td>
<td>--------</td>
</tr>
<tr>
<td>19</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>20</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>21</td>
<td>16</td>
<td>7</td>
</tr>
<tr>
<td>22</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>23</td>
<td>21</td>
<td>28</td>
</tr>
<tr>
<td>24</td>
<td>7</td>
<td>10</td>
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<tr>
<td>25</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>26</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>27</td>
<td>2</td>
<td>0</td>
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<tr>
<td>29</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>35</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

Total: 88 | 71

A.3.1.3 Interest and Knowledge
A.3.2 Consumption habits

A.3.2.1 Consumption frequency

<table>
<thead>
<tr>
<th></th>
<th>Once a day</th>
<th>Twice or more per week</th>
<th>Twice or more per month</th>
<th>Twice or more per year</th>
<th>I don't consume wine</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Amount</strong></td>
<td>9</td>
<td>72</td>
<td>89</td>
<td>11</td>
<td>0</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>4,9%</td>
<td>39,5%</td>
<td>49,4%</td>
<td>6,2%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Consumption frequency of wine in general

- 6.2% Once a day
- 4.9% Twice or more per week
- 39.5% Twice or more per month
- 49.4% Twice or more per year
- 89% I don't consume wine

By Knowledge

Frequency by knowledge

- 89% Twice or more per month
- 60% Novice
A.3.2.2 Occasion of consumption

<table>
<thead>
<tr>
<th>Occasion</th>
<th>Occasionally Lunch or Dinner with friends or family</th>
<th>Bars</th>
<th>Restaurants</th>
<th>At home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>170</td>
<td>105</td>
<td>147</td>
<td>78</td>
</tr>
<tr>
<td>Percentage</td>
<td>93,8%</td>
<td>56,8%</td>
<td>81,5%</td>
<td>43,2%</td>
</tr>
</tbody>
</table>

![Graph showing frequency by knowledge with values for different occasions and their corresponding counts and percentages.]

![Graph showing occasion preference with values for different places of consumption and their corresponding counts.]
A.3.2.3 Preferences

<table>
<thead>
<tr>
<th>©</th>
<th>Red wine</th>
<th>White wine</th>
<th>Rosé wine</th>
<th>No preferences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>85</td>
<td>60</td>
<td>5</td>
<td>31</td>
</tr>
<tr>
<td>Percentage</td>
<td>46,9%</td>
<td>33,3%</td>
<td>2,5%</td>
<td>17,3%</td>
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</tbody>
</table>

A.3.2.4 Buying habits

<table>
<thead>
<tr>
<th>©</th>
<th>Hypermart</th>
<th>Supermarket</th>
<th>Specialised stores</th>
<th>Internet</th>
<th>Arthuretadrien.fr</th>
<th>Producers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>111</td>
<td>79</td>
<td>113</td>
<td>4</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>Percentage</td>
<td>61,3%</td>
<td>43,9%</td>
<td>62,5%</td>
<td>1,4%</td>
<td>0,005</td>
<td>5,0%</td>
</tr>
</tbody>
</table>
A.3.2.5 Organic wine consumption

<table>
<thead>
<tr>
<th></th>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>101</td>
<td>80</td>
</tr>
<tr>
<td>Percentage</td>
<td>55.6%</td>
<td>44.4%</td>
</tr>
</tbody>
</table>

A.3.2.6 Organic wine buying motivations
<table>
<thead>
<tr>
<th>Organic wine buying motivations</th>
<th>%</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taste</td>
<td>29,6%</td>
<td>54</td>
</tr>
<tr>
<td>Quality</td>
<td>38,3%</td>
<td>69</td>
</tr>
<tr>
<td>Organic = good for health</td>
<td>27,2%</td>
<td>49</td>
</tr>
<tr>
<td>Clear conscience (favorited organic agriculture)</td>
<td>44,4%</td>
<td>80</td>
</tr>
<tr>
<td>Advertising about organic product</td>
<td>3,7%</td>
<td>7</td>
</tr>
<tr>
<td>The new apps and technologies which allow to develop the knowledge in wine</td>
<td>9,9%</td>
<td>18</td>
</tr>
</tbody>
</table>
### A.3.2.7 Organic wine buying brakes

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>50%</td>
<td>90</td>
</tr>
<tr>
<td>Taste</td>
<td>27,60%</td>
<td>50</td>
</tr>
<tr>
<td>Insensible to organic agriculture</td>
<td>19,70%</td>
<td>36</td>
</tr>
<tr>
<td>Lack of communication</td>
<td>43,40%</td>
<td>79</td>
</tr>
</tbody>
</table>

### Brakes regarding organic wine

- **Price**: 50%
- **Taste**: 27,60%
- **Insensible to organic agriculture**: 19,70%
- **Lack of communication**: 43,40%

### A.3.3 Digital and Organic wine

#### A.3.3.1 Wine Information research

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>51,2%</td>
<td>93</td>
</tr>
<tr>
<td>Mobile apps</td>
<td>17,5%</td>
<td>32</td>
</tr>
<tr>
<td>Social network</td>
<td>6,3%</td>
<td>9</td>
</tr>
<tr>
<td>Blogs</td>
<td>3,8%</td>
<td>7</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>85%</td>
<td>154</td>
</tr>
</tbody>
</table>
A.3.3.2 Focus on wine apps

<table>
<thead>
<tr>
<th>App</th>
<th>%</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vivino</td>
<td>26,9%</td>
<td>49</td>
</tr>
<tr>
<td>WineAdvisor</td>
<td>20,5%</td>
<td>37</td>
</tr>
<tr>
<td>Tagawine</td>
<td>3,8%</td>
<td>7</td>
</tr>
<tr>
<td>Winewoo</td>
<td>2,6%</td>
<td>5</td>
</tr>
<tr>
<td>None</td>
<td>61,5%</td>
<td>111</td>
</tr>
</tbody>
</table>

Notoriety and Use of Wine Apps

- Vivino: 26.9%
- WineAdvisor: 20.5%
- Tagawine: 3.8%
- Winewoo: 2.6%
- None: 61.5%
A.3.3.3 Advertising channels for wine

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>14,3%</td>
<td>26</td>
</tr>
<tr>
<td>Social Network</td>
<td>37,7%</td>
<td>68</td>
</tr>
<tr>
<td>Website</td>
<td>32,5%</td>
<td>59</td>
</tr>
<tr>
<td>Magazine</td>
<td>53,2%</td>
<td>96</td>
</tr>
<tr>
<td>Display</td>
<td>31,2%</td>
<td>56</td>
</tr>
<tr>
<td>Blogs</td>
<td>7,8%</td>
<td>14</td>
</tr>
<tr>
<td>I don't see advertising about wine</td>
<td>5%</td>
<td>9</td>
</tr>
</tbody>
</table>

A.3.3.4 Benefits of digital for wine consumers

<table>
<thead>
<tr>
<th></th>
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<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I became an expert</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>Yes, I can debate about wine now</td>
<td>2,5%</td>
<td>5</td>
</tr>
<tr>
<td>Yes, I feel more comfortable when I am buying wine</td>
<td>25,9%</td>
<td>47</td>
</tr>
<tr>
<td>No, not more than before</td>
<td>53,1%</td>
<td>96</td>
</tr>
<tr>
<td>Not at all</td>
<td>18,5%</td>
<td>33</td>
</tr>
</tbody>
</table>
A.3.3.5 Advertising and organic wine

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>75.3%</td>
<td>136</td>
</tr>
<tr>
<td>No</td>
<td>24.7%</td>
<td>45</td>
</tr>
</tbody>
</table>

A.3.3.6 Millennials advertising preferences

Impact of digital in knowledge

- Yes, I became an expert: 75.3%
- Yes, I can debate about wine now: 25.9%
- Yes, I feel more comfortable when I am buying wine: 18.5%
- No, not more than before: 18.5%
- Not at all: 2.5%

Organic wine's advertising presence perception

- Yes: 75.3%
- No: 24.7%
<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networks</td>
<td>65,8%</td>
<td>119</td>
</tr>
<tr>
<td>Websites</td>
<td>24,1%</td>
<td>44</td>
</tr>
<tr>
<td>Apps</td>
<td>27,8%</td>
<td>50</td>
</tr>
</tbody>
</table>

Advertising digital channels preferences

- Social networks: 65,8%
- Websites: 24,1%
- Apps: 27,8%
A.4 Kolb’s test

QUESTIONS

1. I have strong beliefs about what is right and wrong, good and bad.
2. I often act without considering the possible consequences.
4. I believe that formal procedures and policies restrict people.
5. I have a reputation for saying what I think, simply and directly.
6. I often find that actions based on feelings are as sound as those based on careful thought and analysis.
7. I like the sort of work where I have time for thorough preparation and implementation.
8. I regularly question people about their basic assumptions.
9. What matters most is whether something works in practice.
10. I actively seek out new experiences.
11. When I hear about a new idea or approach, I immediately start working out how to apply it in practice.
12. I am keen on self discipline such as watching my diet, taking regular exercise, sticking to a fixed routine, etc.
13. I take pride in doing a thorough job.
15. I take care over how I interpret data and avoid jumping to conclusions.

16. I like to reach a decision carefully after weighing up many alternatives.

17. I am attracted more to novel, unusual ideas than to practical ones.

18. I don’t like disorganised things and prefer to fit things into a coherent pattern.

19. I accept and stick to laid down procedures and policies so long as I regard them as an efficient way of getting the job done.

20. I like to relate my actions to a general principle, standard or belief.

21. In discussions, I like to get straight to the point.

22. I tend to have distant, rather formal relationships with people at work.

23. I thrive on the challenge of tackling something new and different.


25. I pay careful attention to detail before coming to a conclusion.

26. I find it difficult to produce ideas on impulse.

27. I believe in coming to the point immediately.

28. I am careful not to jump to conclusions too quickly.

29. I prefer to have as many sources of information as possible — the more information to think over the better.

30. Flippant, superficial people who don’t take things seriously enough usually irritate me.

31. I listen to other people’s points of view before putting my own view forward.

32. I tend to be open about how I’m feeling.

33. In discussions, I enjoy watching the plotting and scheming of the other participants.

34. I prefer to respond to events in a spontaneous, flexible way rather than plan things out in advance.
35. I tend to be attracted to techniques such as flow charts, contingency plans etc.

36. It worries me if I have to rush work to meet a tight deadline.

37. I tend to judge people’s ideas on their practical merits.

38. Quiet, thoughtful people tend to make me feel uneasy.

39. I often get irritated by people who want to rush things.

40. It is more important to enjoy the present moment than to think about the past or future.

41. I think that decisions based on a careful analysis of all the information are better than those based on intuition.

42. I tend to be a perfectionist.

43. In discussions, I usually produce lots of spontaneous ideas.

44. In meetings, I put forward practical, realistic ideas.

45. More often than not, rules are there to be broken.

46. I prefer to stand back from a situation and consider all the perspectives.

47. I can often see inconsistencies and weaknesses in other people’s arguments.

48. On balance I talk more than I listen.

49. I can often see better, more practical ways to get things done.

50. I think written reports should be short and to the point.

51. I believe that rational, logical thinking should win the day.

52. I tend to discuss specific things with people rather than engaging in social discussion.

53. I like people who approach things realistically rather than theoretically.

54. In discussions, I get impatient with irrelevant issues and digressions.

55. If I have a report to write, I tend to produce lots of drafts before settling on the final version.

56. I am keen to try things out to see if they work in practice.
57. I am keen to reach answers via a logical approach.

59. In discussions, I often find I am a realist, keeping people to the point and avoiding wild speculations.

62. In discussions I’m more likely to adopt a ‘low profile’ than to take the lead and do most of the talking.

63. I like to be able to relate current actions to the longer-term bigger picture.

68. I tend to be tough on people who find it difficult to adopt a logical approach.

69. Most times I believe the end justifies the means.

70. I don’t mind hurting people’s feelings so long as the job gets done.

73. I do whatever is practical to get the job done.

74. I quickly get bored with methodical, detailed work.

75. I am keen on exploring the basic assumptions, principles and theories underpinning things and events.

76. I’m always interested to find out what people think.
77. I like meetings to be run on methodical lines, sticking to laid down agenda.

78. I steer clear of subjective (biased) or ambiguous (unclear) topics.

79. I enjoy the drama and excitement of a crisis situation.

80. People often find me insensitive to their feelings.
<table>
<thead>
<tr>
<th>Totals:</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
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